

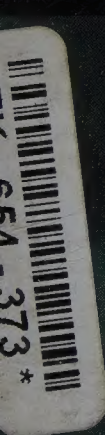


Mass Media History

A Biographical Approach



Robert L. Huber



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Monmouth University

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Introduction

In the beginning...there were books. Books have always been good for us. The very early books were for those who prayed and sang in churches, and for the intellectuals to spread their words. Then there were books for students about art, science, mathematics, history, geography and many other disciplines. Later came the mysteries, the romance novels, historical novels, pulp fiction and satire with an eye on attaining Best Seller status. There are books by celebrities whose life stories offer very little insight into the way we live our own lives. There are books for Dummies in Cyberspace and the surrounding communities. There was a best selling book about a photographer who led a bored Midwestern housewife astray, but not too far astray. There was the book about a real murder in Savannah involving some unreal personalities, later a major motion picture. Now, there is this book.

This book is designed to give insight to students into the lives of those who contributed in some important way to the development of the mass media. There are 246 individual biographies of the contributors, many of who were involved in more than one medium. Often, their lives have intertwined as business partners, competitors, or members of family dynasties.

Those who are included in the text have been selected for one of many reasons:

- | | |
|--|------------------|
| - a major figure in the development of an industry | David Sarnoff |
| - recognized as a principal inventor | Thomas A. Edison |
| - some confusion about the true inventor | Philo Farnsworth |
| - connected to popular culture as media history | Don Imus |
| - born in West End, New Jersey | Dorothy Parker |

There are biographies for those involved with the development and/or advancement of all the mass media: books, newspapers, magazines, recording, radio, television, photography and motion pictures. No one, except for former vice president Al Gore, seems to know who invented the New Media.

Mostly, the publishing section will involve only those printers and publishers in the Colonies, and later, all who are American. The omission of European, Asian and Middle Eastern writers, for example, does not suggest in any way that those cultures lacked writers or inventors.

The photography and motion picture section will include many European inventors because they advanced the requisite technology, sometimes, in advance of inventors in America. There were Auguste and Louis Lumiere, and Georges Melies to name only three. Martin Scorsese has made many important artistic contributions to film making but there is no historical significance as yet.

Radio and television biographies also offer an international flavor. The weakness, however, is that there is a list of American performers who have provided us with popular culture that is supported by the masses. The lack of foreign entertainers in the list should not suggest that Europeans enjoy only high art while Americans are watching or listening to low art. The selection of American entertainers was based on their important historical contributions. Note that Jack Benny did not make the list. With a strong reservation, two quizzes on television and movies have been included, that is, the popular culture, low-art aspect of the industry. Is an apology necessary?

Enrico Caruso's early recordings can be considered only high art, although after becoming commercially successful, they might be considered low art. Only two names appear for public relations although there have been many important contemporary figures who have defined and re-defined what is really a management function and not a mass medium.

Reading biographies may be an unusual methodology for learning about the history of the mass media. Ideally, the information offered under each name will provide the reader with insight into the contribution of many individuals as well as the overall development of what is today a \$200 billion industry: the American mass media.

RLH

**Mass Communicators
use the
Mass Media
to deliver their
Messages**

**Magazines
Photojournalism
Newspapers Books
Recording Television
Motion pictures Radio
and
The New Media**

Mass Communication

Mass communication refers to the process of disseminating messages to a large generalized or targeted audience. The messages are sent through channels, using some kind of mechanical or electronic device. The process can be one-way or interactive, that is, some mass communicators may receive immediate or delayed feedback. A mass communication effort is usually public and not private, although targeting audience may give an appearance of privacy such as with direct or local mailings. As with all communication, noise might be present. Generally, the message is preceded with the address, *To Whom It May Concern.*

Characteristics of Mass Communicators:

- formal organizations
- have multiple gatekeepers
- need much money to operate
- are highly competitive
- exist to make a profit

Of Mass Communicators on the Internet

individuals
one gatekeeper
relatively low-cost
not highly competitive
exist for enjoyment and profit

What are the important functions of mass communicators?

- surveillance or information
- interpretation or correlation
- linkage
- socialization
- entertainment or diversion
- mobilization

What is going on in the world?
What is the broader picture?
Where can she buy it/find him?
What can they talk about?
What will relieve their stress?
What can we do?

How do individuals use the mass media?

- cognition or learning
- diversion or entertainment
- social utility or cultural sharing

How does it work? Where
will it land?
What a difficult day I have
had!
What can we talk about
tonight? A movie!

ROLLING STONE

The New England Courant

MIDNIGHT IN THE GARDEN OF GOOD AND EVIL

**New York
Sun**

The Washington Post

New York Journal

MODERN MATURITY

The New York Times

CIGAR

The Outlook

Publishing

The National Review

Saturday Evening Post

Cosmopolitan

The New Yorker

THE BOSTON NEWS-LETTER

McGuffey Reader

An Early Inventor

Gutenberg, Johannes *inventor, printer*

In the 1430s, Johannes Gutenberg developed the means for creating legible, metal type. The individual characters would be held fast in a wooden frame during the printing process, then rearranged or moved for printing new pages. During the latter part of the 1430s, Gutenberg invented a press that would allow printers to begin a limited mass production of their publications.

Early Printers

Bradford, Andrew *printer, publisher*

Andrew Bradford, the son of William Bradford, worked as a printer and bookbinder, and became a bookseller. He worked alongside his father for several years, then moved to Philadelphia to establish his own business. In 1721, Andrew Bradford published the first newspaper in Philadelphia, *The American Weekly Mercury*. Eighteen years later, the *Mercury* was credited to both Bradfords. Andrew Bradford died in 1742; his widow, Cornelia Bradford, continued publication of the *Mercury* for four more years.

Bradford, William *printer, publisher*

William Bradford established his printing business in Philadelphia sometime in the late 1600s. In 1692 Bradford and several associates, whose political positions he had supported, were jailed and placed on trial for seditious conduct. Bradford had printed some literature on behalf of his friends that was critical of the local Friends leadership, and had not identified himself as the printer. After a lengthy stay in jail and a contentious time in court, Bradford was released. Fearing continued difficulties as a printer in Philadelphia, he moved to New York City where he re-established his business. In 1725, Bradford published the first newspaper in New York, *The New York Gazette*. A weekly publication, he printed and sold the *Gazette* for 16 years until he retired from the printing business.

Caxton, William *printer*

William Caxton was an early printer in the City of Westminster, London, England. He printed service books for Westminster Abbey, and is credited with the first printed advertisements for the books.

Daye, Stephen *printer*

Stephen Daye accompanied the Rev. Joseph and Mrs. Glover on their voyage to Cambridge to establish a printing business. Following the death of both Glovers, Daye inherited the printing press. Sometime later, he was arrested for an undocumented crime and came to lose possession of the press, which was given over to Samuel Green.

Franklin, Benjamin *printer, publisher*

When his brother was jailed in 1722 on charges of printing *The New England Courant*, Benjamin Franklin took on the responsibility of maintaining the newspaper's printing and circulation. A few years later, with the experience of printing and publishing a paper, Franklin moved to Philadelphia. He became an associate of an established printer there named Samuel Keimer. In a short time, Franklin left Keimer's employ to set up his own printing house. He and Hugh Meredith, whose father funded the endeavor, established their printing house, Meredith & Franklin. Their first printing endeavor was a folio, *The History of the Quakers*. Within two years, Franklin owned the printing business that he expanded into bookselling and bookbinding. He became printer and publisher of *The Pennsylvania Gazette*. The best-known historical, political cartoon "Join or Die" appeared in his newspaper as governmental pressure increased within the Colonies. Perhaps his best-known publication was Poor Richard's Almanack that he wrote under the pen name of Richard Saunders. Franklin died in 1790, two years after he had retired from his printing business.

Franklin, James *printer, publisher*

James Franklin, an early printer in the Colonies, was the older brother of

Benjamin Franklin by several years. He was the printer of the second newspaper in the New England area, *The Boston Gazette*, which appeared in 1719. Soon after losing the opportunity to print the *Gazette* for its publisher, Franklin elected to publish his own newspaper, and decided also to forego the required approval for the copy from the appropriate government officials. The paper was not identified as "Printed with Authority." Within a year, Franklin had been imprisoned on charges he had published libelous articles. Released from prison, a Court ruled that Franklin would no longer be able, under law, to publish *The New England Courant*. A group of supporters urged the continuation of the paper, and so, Benjamin Franklin became the publisher, for at least three more years. Later on, James Franklin moved to the Rhode Island colony where he established its first printing house.

Glover, Elizabeth *printer*

The Rev. Joseph and Mrs. Glover were aboard a ship from England to New England in 1838 when the reverend died. They were destined for Cambridge where they would establish a printing house with the printing press that accompanied them. On arrival and in a short time, Elizabeth Glover opened the first printing house in the Colonies. Her oldest assistant was Stephen Daye who is credited with printing the first book in America, The Whole Booke of Psalmes Faithfully Translated into English Metre.

Green, Bartholomew *printer, publisher*

Bartholomew Green was the owner of the one of the most successful printing houses in New England. He printed numerous books for booksellers, but also served as the original printer for the first newspaper in Boston, *The Boston News-Letter*. The paper had been founded and organized by John Campbell, a postmaster who was known as the paper's proprietor. In 1707, Benjamin Harris became a partner and printer for the paper.

Harris, Benjamin

Benjamin Harris was an established printer in Boston who specialized for a time in the printing of books that he sold in his own shop. He is credited with the publication of *Publick Occurrences, Both Foreign and Domestick*, the first true newspaper in the Colonies. The first edition of only one page became the final edition; Harris had not sought approval from the appropriate government authority. In 1707, he agreed to continue to publish *The Boston News-Letter* for the postmaster, John Campbell, in association with another printer, John Allen.

Zenger, John Peter

In 1733, John Peter Zenger, a printer, began publication of the second newspaper in the New York area, *The New-York Weekly Journal*. Following the publication of a number of articles that were critical of Governor Cosby of New York, Zenger was jailed on a charge of seditious libel. At his trial, a prominent lawyer from Philadelphia, Andrew Hamilton, argued that Zenger could not be guilty of libel if what had been published had been the truth. A jury found Zenger not guilty. Following his death in 1746, his widow, Catherine, continued to publish *The New York Weekly Journal* until 1748; their son, John, published the newspaper until 1766 when it was discontinued.

Early Publishers

Bennett, James Gordon, Jr. *publisher*

James G. Bennett succeeded his father as publisher of the *New York Herald*. When that paper failed, Bennett became the publisher of the first issue of the European edition of the *New York Herald*. In this new venture in foreign newspaper publishing, he included American-style features such as comic strips, news photographs, extensive world news, and prominent coverage of sporting events. Bennett died in 1918; the newspaper continues to be the primary source for news for Americans overseas. Now co-owned

by The Washington Post and The New York Times, and with a new name, *International Herald Tribune*, it is printed on three continents and delivered to more than 180 countries everyday.

Campbell, John *publisher*

John Campbell, a bookseller and postmaster in Boston, became the publisher of the first regular weekly newspaper, *The Boston News-Letter*. It was a three-page folio with one page available for advertisers. The paper appeared in 1704 and was published by Campbell for eighteen years (1722). Campbell employed several New England printers during this period including Bartholomew Green, John Allen and Benjamin Harris as an associate of Green.

The Chandler Family

Chandler, Harry *publisher*

Harry Chandler, whose business sense appealed to his future father-in-law Harrison Otis, became a partner in the operation of the *Los Angeles Daily Times*, now called the *Los Angeles Times*. Chandler employed the power of his press to expand the holdings of the company to real estate and other businesses. He openly supported the politicians who could offer the most gain for his own financial pursuits, and used the paper's editorials and articles accordingly. When Harry Chandler died in 1944, son Norman assumed ownership of the most influential newspaper in Southern California.

Chandler, Norman *publisher*

Norman Chandler and Dorothy Buffum Chandler inherited *The Times* from his father, Harry Chandler. In 1948, Norman Chandler began publication of a second newspaper, *The Mirror*, a pursuit more for revenue than influence. The Chandlers dedicated themselves to upgrading *The Times* that, although financially viable, lacked the distinction of other national papers. In 1960, the Chandlers turned over the publishing responsibilities of *The Times* to their son, Otis. Two years later they ceased publication of the *Mirror-News*.

Chandler, Otis *publisher*

Otis Chandler assumed the post of publisher for *The Los Angeles Times* in 1960. The paper was one of several properties held by the Times Mirror Company. Chandler continued the efforts of his parents to improve the influence of *The Times*. But in 1985, Otis Chandler began to extricate himself as publisher. It would be up to non-family members to continue to operate a still profitable and popular newspaper.

Day, Benjamin *publisher*

Benjamin Day has been credited with the establishment of the first penny newspaper, *The New York Sun*. The low-cost newspaper with increased amounts of advertising led to the development of the Penny Press movement. The papers were distributed on street corners by newsboys and were targeted to the masses. Through an increase in advertising rates and revenues, Day was able to radically change the essence of what a newspaper would be: 65% advertising and 35% news.

Douglass, Frederick *abolitionist, orator, publisher*

Frederick Douglass was one of the most influential speakers and writers on antislavery from 1840-60. It was through his publications and from the many platforms offered to him for his oratory, which Douglass was able to promote and maintain the very strong antislavery movement leading up to the Civil War. He was editor and publisher of two small publications, *Douglass' Monthly*, a magazine, and the *New National Era*, a small newspaper which he had purchased. His larger effort was *Douglass' North Star*, a popular newspaper dedicated to the promotion of the abolition of slavery. In 1951, the paper was renamed *Frederick Douglass's Paper*. Douglass died in 1895.

Dow, Charles and Edward Jones *publishers*

Charles Dow and Edward Jones founded *The Wall Street Journal* in 1891. As a part of their Dow Jones News Service operation, the two men and Charles Bergstresser established the ticker tape in 1897 as a means for a

more timely distribution of the transactions and prices on Wall Street. Today, *The Wall Street Journal*, now more than one hundred years old, enjoys the widest daily circulation of any American newspaper paper.

Gannett, Frank *publisher*

Frank Gannett attended Cornell University where he was a staff reporter for the student newspaper. At age 24, in 1900, he became managing editor of the *Ithaca Daily News*. In the early 1920s, Gannett was publishing four newspapers in New York State. In 1940, he ran against Wendell Wilkie for the Republican nomination for President, and lost. Gannett died in 1955. Today, the Gannett Company owns the largest number of daily newspapers in America, and enjoys the largest circulation.

Greeley, Horace *publisher, presidential candidate*

Horace Greeley, at the age of 23, became a senior editor for a literary magazine, *The New Yorker*. The magazine ceased publication some years later but the name was resurrected by Harold Ross for his own, new literary publication. Ross may not have known of the existence of the earlier edition. In 1841, Greeley began publication of a liberal news penny paper, *The New York Tribune*. His editorials promoting social reforms and his popularity at the time led him to run for various public offices during the 1860s. Greeley died in 1872.

Hearst, George *miner, rancher, U.S. Senator*

In 1880, George Hearst was owed a gambling debt by the owner of a small weekly newspaper, the *San Francisco Examiner*. He accepted the ownership of the newspaper to pay off the debt. Having no interest in the publishing business, in 1887 he agreed to allow his son, William Randolph, to become the Proprietor of the *Examiner*.

Hearst, William Randolph *publisher, U. S. Representative (NY)*

William R. Hearst was not faring well during his years at Harvard

University. In 1885, he left the University and returned to California, asking his father to allow him to manage the *San Francisco Examiner*. In 1887, at age 23 he was granted the title of Proprietor of the newspaper. In 1895, Hearst acquired the *New York Journal*, which would become the strongest competitor of Pulitzer's *World*. In 1905, he acquired the popular fiction magazine, *Cosmopolitan*. For the next 100 years, William R. Hearst, and later the Hearst Corporation, would acquire magazines, cable television systems, television stations, and the right to syndicate a variety of comic strips. William R. Hearst died in 1951. **George R. Hearst, Jr.** is currently the chairman of the board of The Hearst Corporation.

Howard, Robert S. *publisher*

Bob Howard established his presence in journalism as a manager within the Scripps League of Newspapers. When the Scripps family had disbanded the League, Howard pursued the development of his own newspaper chain. In the early 1990s, he owned nineteen papers distributed throughout the Western states.

Howard, Roy *publisher*

Roy Howard was an ambitious newspaperman for the E.W. Scripps Company. In the early 1920s, Scripps elected to change the company name to Scripps-Howard in response to his respect for Howard's contribution to the organization. The actual name of the parent company remains E.W. Scripps Company, with Scripps-Howard holdings operating as a subsidiary operation. Roy Howard's son Jack rose through the organization as well, a supporter of the expansion of the company through the acquisition of radio stations and the establishment of cable television systems.

Howe, Edgar Watson *editor, publisher*

E. W. Howe began his career in journalism at age 19, as the publisher of the *Golden Globe* (Colorado). In 1877, he founded the *Atchison Daily Globe* (Kansas) whose articles were distributed to many other American newspapers. In 1911, he became publisher and editor for his own magazine, *Howe's Monthly*, published for the next 22 years. Howe died in 1937.

Knight, C. Howard *publisher*

In 1907, Charles Knight became the publisher of the *Beacon Journal* (Ohio); by 1915 he owned the newspaper. Knight died in 1933, then owning only the *Beacon Journal* and the *Massillon Independent* (Ohio).

Knight, James and John *publishers*

The Knight brothers assumed ownership of their father's newspapers in 1933. Both were interested in expansion in the news business and began to acquire prominent newspapers over the next decade: *The Miami Herald*, *Detroit Free Press*, the *Chicago Daily News*, and the *Charlotte Observer*. When television became a popular pastime in the 1950s, the Knight organization acquired television stations nationwide. In 1974, the Knights and the Ridders merged their organizations to form, logically, Knight-Ridder. In 1998, the company announced that the hyphen would be dropped.

Meyer, Eugene *publisher*

Eugene Meyer bought *The Washington Post* in 1933, his first real venture into any aspect of journalism. The paper was purchased from the Edward B. McLean family whose son Ned, as editor, had guided the paper in a somewhat chaotic fashion, watching revenues steadily decline as it failed to compete for circulation with Hearst's *Herald* and *Evening Times* or *The Washington Star*. In 1938, Meyer took great pride in luring journalists Dorothy Thompson and Walter Lippmann to the now stronger, more influential *Post*. Katharine Meyer, one of the Meyer's three daughters, was married to Phillip Graham in 1940. On January 1, 1947, Eugene Meyer stepped down as publisher of the *Post*, and promoted his son-in-law, Phillip, to that position. Eugene Meyer died in 1959.

Newhouse, Samuel, Sr. *publisher*

Samuel Newhouse began his career in journalism as the publisher of the *Bayonne Times*. In 1922, he assumed ownership of the *Staten Island*

Advance. Over the next five decades, Newhouse built the largest privately owned newspaper chain in America. In 1959, he acquired the giant magazine publisher, Conde Nast. Following their father's death, sons Don and Samuel, Jr., assumed control of the company, now called Advance Publications. They now oversee 29 newspapers, 15 magazines, a cable TV system, cable channels, and Random House, Inc.

Ochs, Adolph *publisher*

In the beginning, Adolph Ochs was a delivery boy for the *Chattanooga Times*. At age 20, he owned the *Chattanooga Times*. In 1896, the 38-year-old Ochs purchased *The New York Times* from Henry Raymond. *The Times* had been a poor contender in the battle of penny papers. Ochs believed he could improve the journalistic quality of the paper that would appeal to intellectuals, liberals and investors. He believed he could establish *The New York Times* as an influential and more profitable paper. Later, Ochs assumed control of the *Philadelphia Times* and the *Philadelphia Public Ledger* that were combined and eventually sold to Cyrus Curtis. *The New York Times* has remained under the control of the Ochs family through inheritance and marriage.

Otis, Harrison Gray *publisher*

In 1876, Harrison Otis was hired as editor for the *Santa Barbara Press*. Six years later, he became editor of the *Los Angeles Daily Times*, which was four-pages and printed daily. Otis invited his eventual son-in-law to oversee the business of the now-flourishing *Times*. Otis died in 1917; the paper became the property of Harry Chandler.

Pulitzer, Joseph *publisher*

Joseph Pulitzer began his career in journalism at the invitation of Charles Dana, as a special correspondent in Washington, D.C., for the *New York Sun*. In 1878, Pulitzer was able to purchase a bankrupt newspaper, *The St. Louis Dispatch*. Within a year, the owner of a rival paper, John Dillon proposed to Pulitzer that they merge the two newspapers to provide for a more viable offering in St. Louis. The new paper was called *The St. Louis*

Post and Dispatch. Dillon sold his share of the newspaper to Pulitzer within a year of operation. John A. Cockerill was named managing editor of the *Post-Dispatch*. In 1883, Jay Gould was able to negotiate an acceptable selling price for his *New York World*, and Pulitzer became an owner of a New York newspaper. Cockerill was named editor of Pulitzer's new publishing venture. For the New York dailies, cover prices dropped as competition increased. Eventually, the struggle was primarily between Hearst and Pulitzer, between the *Journal* and the *World*. The result was a more clearly defined product for New York tabloids, what was to be called yellow journalism. Joseph Pulitzer died in 1911.

Pulitzer, Ralph *publisher*

Ralph Pulitzer, the eldest son of Joseph Pulitzer, assumed control of *The New York World* following his father's death in 1911. It is he who moved the *World*, known for its yellow journalism, toward liberal causes and respectability. In 1920, Herbert B. Swope was named editor. He quickly assembled an outstanding staff of journalists: Heywood Broun, Walter Lippmann, and Alexander Woolcott. Their goal was to improve the appeal of the paper for a broader readership of urban residents as well as for intellectuals. However, Ralph Pulitzer was fed from the same depression that her photographs portrayed in others. In 1971, she took her own life.

Raymond, Henry

Henry Raymond was the first editor of *Harper's Magazine* in 1850, and served in that post for six years. Raymond and **George Jones** had been colleagues at the *New York Herald Tribune*. They founded *The New York Daily Times* as a penny newspaper in 1851. Raymond died in 1869. Jones died in 1891 as circulation was falling precipitously and revenues were negligible. Following the death of George Jones, what is now *The New York Times* was sold to Adolph Ochs.

Ridder Brothers *publishers*

After the death of their father, Herman Ridder in 1915, Bernard, Joseph and Victor Ridder assumed responsibility of his publication the *Staats-Zeitung*,

a German-language publication. Their goal was to expand their American newspaper holdings, and they began with the *Long Island Press* in 1926, then the *New York Journal of Commerce*, and the *St. Paul Dispatch* and *Pioneer Press*. Their sons and daughters, mostly the sons, by the 1950s had been integrated into the management of the growing and very successful newspaper empire. Ridder expanded its holdings to include radio and television stations. In the early 1970s, the Ridder family participated in discussions with Gannett about the possibility of a merger. Eventually, Ridder Publications would merge its holdings with the Knight organization to create what is now the second largest newspaper organization in America, Knight-Ridder

Ridder, Herman *publisher*

Herman Ridder founded the *Catholic News* in 1890, the first step in the development of Ridder Publications. Following his death in 1915, his three sons began the expansion of what would become one of largest newspaper chains in America.

Scripps, Charles E. *publisher*

Charles Scripps is the grandson of the founder of the E. W. Scripps Company. Prior to his arrival at his grandfather's paper, he was a reporter for *The Cleveland Press*, a newspaper that had founded by his grandfather. He served as chairman of the board of the company until 1994. Scripps continues as chairman of the executive committee of the company.

Scripps, Edward W. *publisher*

Although not as well remembered as some other great newspaper publishers, Edward Scripps was perhaps the most noteworthy. He was the first publisher to develop a substantial newspaper chain that included the *Detroit News*, *Cleveland Press*, *Cincinnati Post*, and *St. Louis Chronicle* in the late 1800s. He created the United Press wire service to compete with the Associated Press. Scripps was the founder of the Newspaper Enterprise Association which was a news syndicate offering feature articles, comics, and illustrations. His large, extended family fought bitterly at times for

control of portions of the news business that may have prevented Scripps from achieving even greater influence and wealth over his lifetime. Various Scripps publications have been considered by some observers to have established the basic design for yellow journalism. The E. W. Scripps family, second and third generations, maintained their newspaper and television holdings under the name, Scripps League of Newspapers. By 1977, however, the four League partners had separated to pursue their own newspaper dynasties.

Sulzberger, Arthur Hays *publisher*

Arthur Sulzberger, the son-in-law of Adolph Ochs, assumed the role of publisher of *The New York Times* in 1935, following Ochs' death. Sulzberger provided the family with three daughters and a son which, barring an unforeseen financial disaster for the paper, would assure that the *Times* would remain in the Ochs/Sulzberger family for many years. **Orvil Dryfoos** married Marian Sulzberger in 1941, earning his way onto the *Times* payroll, and onto the list of future publishers of the paper. Dryfoos was named publisher in 1961, succeeding Arthur Hays Sulzberger. He was, however, able to serve only two years until his death in 1963. **Arthur Ochs Sulzberger** then assumed the position of publisher, and continued in that role until 1992. At that time **Arthur Ochs Sulzberger, Jr.** became the publisher of *The New York Times*.

Swisshelm, Jane Grey *publisher, editor, journalist*

Jane Grey Swisshelm was dedicated to the promotion of civil rights for all. From 1857-1852, she published the *Saturday Visitor* in Pittsburgh, a publication dedicated to the end of slavery and to increased rights for women. Swisshelm's publishing philosophy was simple: Do not argue for something impractical for women, move slowly, and pursue that which can be won in a reasonable time. In 1850, Jane Grey Swisshelm became the first woman to report from the Senate press gallery.

Noted Journalists

Bly, Nellie *journalist*

Elizabeth Jane Cochrane was born in Pennsylvania in 1864. During a difficult childhood period, and having adopted the nickname, Pink, she enrolled at Indiana State Normal School hoping to become a teacher. Lacking sufficient funding to complete her studies, she sought employment in a variety positions. A devoted reader of the *Pittsburgh Dispatch*, she began writing anonymous letters in response to the columns of Erasmus Wilson, the editor of the paper. Taking an interest in her writing and points of view, he invited her to visit the newspaper, and then, to write advice columns and articles for the *Dispatch*. She accepted the offer as her first position in journalism. As with other women journalists of the time, Cochrane was obliged to choose a pseudonym for her byline. One suggestion was Nellie Bly. From this initial effort, Nellie Bly became a leader in investigative reporting, the role model for stunt journalists, and a leader for women who had not enjoyed the same opportunities in similar professional fields. She wrote both for Pulitzer's *World* and for Hearst's *New York Journal*. Her best-known journalistic effort was her attempt to travel around the world in less than 80 days. She completed the trip in 72 days. Nellie Bly died in 1922.

Broun, Heywood *journalist, critic*

Heywood Broun studied at Harvard University from 1906-10. Leaving early, he became a sports reporter for the *New York Telegraph*, later moving to the *New York Herald*. He was the author of a popular column, "It Seems To Me," which he wrote at the *Herald* and later for the *New York World*. Broun was well known for his liberal views that were regularly reflected in his writing. He joined *The New Republic* as a columnist in 1935, remaining until his death. He also was the founder and president of the American Newspaper Guild.

Lippmann, Walter *journalist*

Walter Lippmann graduated from Harvard College in 1910, with a broad background in literature, and a burning desire to write. His primary interest

during his undergraduate years was socialism, about which he penned many articles for campus publications. Two of his classmates were Heywood Broun, later a colleague at the *New York World*, and Hans von Kaltenborn, who became a well-respected radio commentator and broadcast journalist. Lippmann became a founding editor of the *New Republic* that appeared in 1914. He later spent nine years at the *New York World*, as editorial writer and journalist until it ceased publication in 1931. Lippmann then wrote for the *New York Herald Tribune*, as a primary political columnist who was granted much leeway, by its publisher Ogden Reid, insofar as his views might disagree substantially from that of the editorial board. When his contract with the *Tribune* expired (1962), Lippmann accepted a lucrative offer to write columns for *The Washington Post* and *Newsweek* magazine, then owned by the *Post*. Walter Lippmann died in 1974.

Lowell, James Russell *critic, editor, diplomat*

James R. Lowell graduated from Harvard University in 1838. His primary writing output for the next ten years focused on the elimination of slavery in America, the articles submitted to various magazines for publication. Lowell served as editor of the *Atlantic Monthly* at its inception. Later, and for eight years, he was editor of *The North American Review*. Following a distinguished career as a literary critic, Lowell was ambassador to Great Britain from 1880-85. He died in 1891.

Luce, Clare Boothe *journalist, editor, U.S. Representative, diplomat*

Clare Boothe was a writer for *Vogue* and *Vanity Fair* magazines in 1930. Later, she held the position of managing editor of *Vanity Fair* for several years. In 1935, she married Henry Luce. Clare Boothe Luce was a modestly successful playwright during the 1930s. In 1943, she was elected to the U. S. House of Representatives by her Connecticut admirers; she remained in Congress for four years. In 1953, she was appointed U. S. Ambassador to Italy, a post she held until 1957.

Mencken, Henry Louis *journalist, humorist*

H.L. Mencken was born and died in Baltimore, Maryland. Rightfully, he

began his career as a journalist with the *Baltimore Morning Herald*, and wrote for much of his life for the *Baltimore Sun*. Mencken was an important literary critic during the 1920s. For nine years, he was coeditor of an influential magazine, *The Smart Set*, and later founded *The American Mercury* for which he served as editor. He died in 1956.

Mitford, Jessica *journalist*

Jessica Mitford has been labeled by some of her followers and colleagues as the "Queen of the Muckrakers." Her most notable investigation during her career was published in 1963 as "The American Way of Death." Later, in 1982, another similar expose of excess costs was published: "The American Way of Birth." Her publishing criticism involved health spas, overpriced restaurants, television, and some celebrities, including Bennett Cerf. Her articles were published in *Life* and *Esquire* magazines as well as in *The Nation*. Ms. Mitford died in 1996 at age 78.

Parks, Gordon *author, photographer, film director*

Gordon Parks is best known for his work as a photojournalist who effectively recorded life in a ghetto, and important aspects of the civil rights movement. Early in his career, he wrote two important books on photography. He was a staff photographer for *Life* magazine from 1948 until 1968. Parks is a noted biographer, a poet, and photographer, and was the first African American film director in Hollywood. He directed his second feature film in 1971, "*Shaft*," which was his first commercial success.

Povich, Shirley *sports journalist*

In 1924, Shirley Povich was hired by *The Washington Post* at age 19. Povich is credited with writing more than 15,000 columns during his 74-year tenure with the *Post*. He was a staunch defender of Babe Ruth, speaking out against the suggestion that modern baseball players were more accomplished in the game. At one time, his columns promoted the recruitment of black athletes to play for the Washington Redskins, a milestone not reached by the team until 1962. Two of his children are media

figures: Maury, the television talk-show host, and Lynn, a managing editor for MSNBC. Shirley Povich died in 1998 at age 92.

Pyle, Ernie journalist

Ernie Pyle was a noted war correspondent for Scripps Howard publications. He was, perhaps, the most popular and respected World War II journalist, notable also as he lost his life in war activity on the Japanese island, Ie Shima. Pyle established a unique style of journalism as he offered closer looks at the World War II environment, and the impact of war on the men and women who shared the burden of combat. Ernie Pyle died in 1945 near the end of the conflict in the Pacific.

Reston, James reporter, columnist

Following his graduation from the University of Illinois, James Reston began his career as a sports reporter for the *Springfield (Ohio) Daily News*. Developing an interest in sports then, he moved later to write for the Cincinnati Reds baseball team as a publicity agent. Reston worked for the Associated Press as a sport reporter and journalist. During World War II, he moved finally to *The New York Times* where he continued to write on politics, world affairs and human issues until his retirement. His memoir, *Deadline*, was published in 1991.

Salisbury, Harrison E. journalist, editor

Harrison Salisbury became a dedicated journalist during his college years at the University of Minnesota (1926-28), but it may have cost him a diploma. His articles and positions were an annoyance to the university administration that expelled him for breaking a university rule. He found work shortly after his dismissal as a reporter at the *Minneapolis Journal*, remaining for two years. He moved to the United Press as a reporter, reporting there from 1930 until 1949. Salisbury served as bureau chief for *The New York Times* in Moscow. When he returned to New York City, he wrote a series of stories about the Soviet Union for which he received a Pulitzer Prize. From 1970-73, he served as the Op-Ed page editor. Harrison Salisbury died in 1993.

Steffans, Lincoln *journalist*

He was best known for his investigative reporting, as a long-time muckraker for *McClure's* magazine. Steffans was observed to be single-minded at times, curious, and doggedly devoted to exposing wrong doing in the political arena. Many of his articles focused on backroom politics or municipal political machines and how they corrupted decision-making between politicians and business leaders. A collection of articles referred to as "*Shame of the Cities*" is considered to be his most important work. Steffans died in 1936.

Tarbell, Ida *journalist*

Ida Tarbell was born in Pennsylvania in 1857 to the family of an independent oil producer whose business was threatened and lost in the attempted oil monopoly of John D. Rockefeller. At Allegheny College she began her career in journalism as an editor for a college publication. She became an editor for *The Chautauquan*, a magazine that allowed her opportunities to pursue fiction writing as well as social commentary. Her earliest major works were biographies of Napoleon Bonaparte and Abraham Lincoln. Ida Tarbell was recruited by Samuel McClure to write new biographies and eventually to prepare a lengthy expose of The Standard Oil Company (1902) for *McClure's* magazine. Her familiarity with the oil business and her family contacts provided her with first hand knowledge of the Rockefeller oil trust. Ida Tarbell spent much of her life in Paris, socializing with important artists and writers. The majority of her professional career was spent with *McClure's* as a writer, and as a monitor to maintain the magazine's unique popularity. Ida Tarbell died in 1944.

Thomas, Helen *journalist*

Thomas, Lowell *print and broadcast journalist*

Lowell Thomas might be compared to his earlier journalist predecessor Nellie Bly. He traveled the world, filing reports as a correspondent on his adventures in Europe and the Middle East. Thomas was able to travel in Arabia with Thomas Edward Lawrence, a British explorer who led a small Arabian force against a large Turkish army in the desert as Arabs resisted Turkish domination in 1916. Thomas focused on Lawrence in much of his writing of that period which led to much curiosity about Lawrence of Arabia. In America, Thomas was a popular news broadcaster/commentator for many years. He died in 1981.

Thompson, Dorothy *journalist, writer*

Dorothy Thompson was an American writer who became a free-lance journalist during her long-term visit to Europe. She was married for fourteen years to the writer, Sinclair Lewis, a period when she abandoned her writing. Thompson returned to Europe during the late 1930s and became a correspondent for the *New York Herald Tribune*, covering the Nazi movement and World War II. Her column for the *Tribune*, "On the Record", was syndicated to many other national newspapers. Thompson was the author of many books, most related to European life and the impact of the war. She died in 1961.

Winchell, Walter *journalist, television host*

Walter Winchell was a vaudeville performer who seemed to understand early on that his career was not on a stage. Winchell moved into journalism as a reporter during the 1920s, first for *The Broadway News*, later at Bernard MacFadden's paper, the *New York Evening Graphic*. During this period, he established a reputation as a journalist who promoted intrusion into the private lives of public figures. He developed the concept of a gossip columnist, a position soon popular with many of the nation's tabloid newspapers. Eventually, he produced his own radio show that was dedicated to gossip as well as political musings. His radio voice was easily

recognized by his very large group of followers. As his popularity increased, so did his connections to politicians and celebrities. He became a supporter of Franklin Roosevelt at one point, angering his conservative supporters. And he supported Joseph McCarthy that angered his liberal friends. Eventually, he was abandoned by so many important connections that his effectiveness as a gossip columnist was lost. Following a misguided venture into television with a variety show, "*The Walter Winchell Show*," his light began to dim. Winchell died in 1972. The legacy of gossip columnists and intrusion into people's private lives continues today.

Woodward, Bob *journalist, editor, author*

Bob Woodward and Carl Bernstein were the two principal investigative reporters of the Watergate Hotel break-in as well as the funding and political cover-up of the crime. *The Washington Post* received a Pulitzer Prize for their reporting efforts that led to the resignation of President Nixon. Two books outlined their investigative process and Nixon's final days in office: All the President's Men, and The Final Days. Woodward has written three books since the completion of the Watergate investigation: Veil: the Secret Wars of the CIA; The Brethren (Supreme Court Justices); The Agenda. He continues his work at *The Washington Post* as a managing editor.

Yellow Journalists and the Spanish-American War

Crane, Stephen *journalist, novelist, poet*

Stephen Crane was a journalist in New Jersey early in his career, writing about life along the coast for the *New York Tribune*. He eventually moved to New York City and the *New York Journal*, and focused his writings for a time on the plight of the urban poor. He was sent as a correspondent for Pulitzer's *World* to Cuba during the Spanish-American War, but completed his assignment there writing articles for Hearst's *New York Journal*. His fame as a writer increased substantially following the publication of his novel, The Red Badge of Courage. Stephen Crane died in 1900.

Creelman, James *journalist*

James Creelman was a political reporter for Joseph Pulitzer's *World* in 1896, and was assigned to cover William Jennings Bryan as he campaigned for President. When the *World* began to cover Spanish atrocities in Cuba the same year, he was dispatched to cover that growing conflict. Creelman was able to create sensational stories about the Spanish in Cuba, some of it untrue as was appropriate for the tabloid-style journalism of the *World*. William Randolph Hearst lured Creelman to write for his *Journal*, to cover the Spanish atrocities with even more creativity. Creelman became a valued reporter and trusted advisor for Hearst as the *Journal* continued to generate sensational copy in its competition with the *World*.

Davis, Richard Harding *journalist, editor, author*

Richard Harding Davis early in his career became a reporter for the New York Sun. In 1891, he published a novella, Gallegher, about a copy boy who engages in detective work at a newspaper. From 1890 until 1894, Davis served as managing editor of *Harper's Weekly*. He then moved to Hearst's *Journal* where he would become one of the more prominent yellow journalists as a result of his stories regarding a young woman who had been jailed by the Spanish government in Cuba. His exaggerated stories, many critics say, led the United States into the Spanish-American War.

Scovel, Sylvester *journalist*

Sylvester Scovel was a young reporter for Hearst's *New York Journal* in 1896 during the uprising by Cubans who sought independence. He was sent to Cuba to report with James Creelman on Spanish atrocities in the prisons. Scovel created copy that did not necessarily reflect what he had actually seen: Dead prisoners missing their fingers and toes, as an example. The Spanish authorities arrested Scovel for his obvious exaggerations and attempts to inflame the situation between Spain and the rebels. His imprisonment became a rallying point for the *Journal* as exaggerated copy was generated to further excite the Spanish as well as to increase the paper's revenues.

Important Photojournalists

Brady, Mathew *photojournalist*

By chance, Mathew Brady made the acquaintance of an noted portrait artist, William Page in Saratoga Springs, when Brady was about 18 years old. Page invited Brady to travel with him to New York City for the purpose of meeting Samuel F. B. Morse a former art instructor of Page. Morse had been to France several years earlier where he had met Louis Daguerre, the inventor of the daguerreotype process for fixing images, or photography. Morse had learned the process from Daguerre, and was now using it in New York to benefit himself as a portraitist. Brady was fascinated with the ability to fix images on wet plates, and in 1849, established his own photographic studio in New York City. Brady set a goal for himself: To photograph the notables of his time, including presidents, military leaders, philanthropists and the like. He became Abraham Lincoln's most prominent photographer; most Lincoln portraits are daguerreotypes taken by Mathew Brady. He was commissioned to make a photographic record of the Civil War, which is by far the most important contribution Brady made as a photojournalist. Mathew Brady died 1896.

Hine, Lewis *photojournalist*

Considered one of this century's leading photojournalists, Lewis Hine was able to record important parts of our history as well as to advance a much needed social reform. Critics could argue which of his collections of photographs most clearly defined his ability as a photojournalist: The views of immigrants arriving at Ellis Island for processing; the photographs of the construction of the Empire State Building in New York City; the images of the destruction in Europe following World War I; or the pictures of children working in American mills and mines. One of Lewis Hine's most recognized photographs is, most likely, of a teen-age girl standing beside a large loom in a factory in New York City. Hine died in 1940.

Lange, Dorothea *photojournalist*

Dorothea Lange was born in Hoboken, N.J., in 1895. Early in her career,

she was a photographer and operating her own portrait studio. During the Depression she worked outside the studio capturing photographic impressions of the devastating effects of unemployment and bankruptcy. In the 1930s, Lange was paid to record the impact of the working conditions of migrant workers, those people who were forced to live in automobiles or shacks, and who had to move throughout the country looking for work. Lange spent seven years documenting life in rural America. She ended her career as a free-lance photojournalist for *Life* magazine. Perhaps her most recognized photograph is "Migrant Mother," the image of a mother and her three children sitting in their temporary home, a broken-down auto. Dorothea Lange died in 1965.

Riis, Jacob *journalist, photojournalist*

Jacob Riis was born in Denmark in 1849, about the time some chemists were developing a means for fixing images. His first position in journalism was as a reporter for the *New York Tribune*. Later, writing for the *New York Sun*, Riis became a noted investigative reporter, a muckraker, who was adept at exposing corruption and human neglect in New York City. In the 1890s, Riis published a book of his photographs, mostly revealing the plight of homeless immigrants, titled *How the Other Half Lives*. Riis died in 1914.

Cartoonists

Nast, Thomas *editorial cartoonist*

Thomas Nast became a well-known political cartoonist for *Harper's Weekly* magazine. His political satire and patriotic statements dominated his early work. The caricatures of politicians and other public figures became his most popular drawings. In 1869 Nast first portrayed William (Boss) Tweed as the evil leader of the New York Democratic Party. Tweed feared the impact of the cartoons that revealed his political maneuvering because the drawings could be understood by those who could not read. The Tweed Ring members were ousted from their public offices in 1871. Several years later, Nast drew what were to become the animals that would represent two major political parties: the Republican elephant and the Democratic donkey.

Outcault, Richard F. *artist*

Richard Outcault was an artist who moved into the field of journalism as the creator of "Hogan's Alley," a comic strip he drew in 1895 for Joseph Pulitzer's *World*. The *World* had color presses earlier than Hearst's *Journal* that meant that Outcault could employ colors for his comic characters. For one character, a street urchin, yellow was the choice for his clothing, hence, "the yellow kid." Later, the urchin would have a real name, Mickey Dugan. When Hearst finally began to print with color presses, he lured Outcault to his newspaper, asking that he continue to draw a similar character for the *Journal*. Lawsuits ensued to determine which publisher actually held the copyright for "Hogan's Alley." A journalist from a rival newspaper once referred to the tabloid style journalism offered by the *Journal* and *World* as "yellow kid journalism": Sensational stories, bold headlines, shocking photographs.

Noted Editors

Bok, Edward *editor*

Edward Bok became the managing editor for *The Ladies Home Journal*. He was the son-in-law of the publisher, Cyrus H.K. Curtis.

Bradlee, Ben *editor*

Ben Bradlee, in 1949, was a young city desk reporter for *The Washington Post*. Forty-two years later, in 1991, Bradlee retired as the long-time executive editor of *The Washington Post*. Bradlee was editor during the period when the *Post* was struggling with two important journalistic events: The publication of the Pentagon Papers, and the Watergate investigation. He now serves as vice president at large for the *Post*.

Brisbane, Arthur *editor*

Arthur Brisbane served as an editor for *The New York Sun* early in his

career. In 1891, he moved to Joseph Pulitzer's *World* where he was used for special assignments, and as someone whom Pulitzer trusted to lead the paper toward greater editorial stability. In 1897, Brisbane moved from *The World* to Hearst's *New York Journal* where he would serve as managing editor. He had been a long-time associate and colleague (at *The World*) of Nellie Bly, the notorious stunt journalist, and as managing editor, was able to hire her at *The Journal* in 1919.

Dana, Charles A. *editor*

Charles Dana was a long-time editor for *The New York Sun*, a penny paper founded by Benjamin Day. As the penny press battle for circulation increased in intensity in New York, Dana became an important rival of Joseph Pulitzer and his *New York World*. Dana's use of bold headlines, scandal and shocking pictures laid the groundwork for what was to become known as yellow journalism.

Hale, Sara Josepha *editor, author*

Sara Josepha Hale entered the field of journalism as the editor of *Ladies' Magazine* from 1828 until 1837. She remained with the magazine when it was purchased 1837 by Louis Godey, and renamed Godey's *Lady's Book*. In her role as editor, she was able to promote greater rights for women, including the promise of an education, as she involved more women in writing articles and stories for the magazine. Hale urged President Abraham Lincoln to revive the sporadic celebration of the annual harvest; in 1863, Lincoln proclaimed the last Thursday in November to be Thanksgiving Day. She is known, also, as the author of "Mary Had a Little Lamb." Hale died in 1879.

Lorimer, George H. *editor*

Beginning in 1897, George Lorimer served as editor of the *Saturday Evening Post*. Under his supervision, the *Post* became the first American magazine to achieve a circulation of over 5 million per week. As editor, Lorimer was able to employ Edna St. Vincent Millay and F. Scott Fitzgerald and other prominent writers as contributors to the magazine.

Whitney, Ruth *editor*

In 1967, Ruth Whitney was named editor in chief for *Glamour* magazine, a Conde Nast publication. Her first position in the mass media, and following her graduation from Northwestern University, was as a promotional copywriter for Time, Inc. After serving in two other editorial positions for *Better Living* and *Seventeen* magazines, she arrived at *Glamour* where she remained until her retirement in 1998. During her tenure, the magazine became the most profitable of all the Conde Nast offerings. Whitney embraced feminist issues, promoting medical, sexual and social concerns freely in the magazine.

Contemporary Publishers

Buckley, William F. *editor, publisher*

William F. Buckley was chairman of the *Yale Daily News* in 1949, a campus publication for Yale University. He was a symbol of change for the newspaper both in focus and in quality. The student journalists began to report on misguided aspects of a liberal education for students, the lack of moral direction, and the lack of integrity in national politics. Several years after he was graduated from Yale, Buckley was encouraged to publish a new magazine that would focus on conservative issues in domestic affairs and politics. Within one year, the first issue of the *National Review* was available on newsstands, and remains popular reading today. Buckley has published several non-fiction books including Atlantic High, which recounts his voyage aboard a sailboat from Bermuda to Portugal. In the 1960s, William Buckley was a popular guest on talk shows concerning the liberal politics of that decade. He was host of his own show, "*Firing Line*," from 1966 until the present as it is distributed through syndication.

Graham, Katharine *journalist, publisher*

Katharine Graham is one of three daughters of Eugene Meyer, the former publisher of the *The Washington Post*. She married **Phillip Graham** in 1940, an event that led to his ascension to the role of publisher of the *Post* in 1947. Phillip served in the position for sixteen years until his death in 1963 by his own hand. Katharine was faced at that time with an extraordinarily difficult choice: Support a non-family member to assume the publishing duties of the paper she inherited, or assume the role of publisher herself. She announced shortly after Phillip's funeral that she would assume the reins of the now-highly regarded newspaper *Washington Post*. Under her direction, the *Post* became what most critics say is the most powerful newspaper in America. In 1991, Katharine Graham stepped down as publisher, promoting **Don Graham**, her son, to that role.

Hefner, Hugh *publisher*

In December of 1953, the first issue of *Playboy* magazine arrived on newsstands. It was the first popular magazine to include photographs of naked women, and so, was a turning point for what magazines would be able to reproduce between their covers. Hugh Hefner was the publisher/editor for *Playboy*. He had had barely enough funding for the first issue and was unsure whether the magazine had a future. Only 55,000 copies were sold in December, but it was enough to encourage Hefner to continue to publish the magazine. He and *Playboy* enjoyed their highest circulation nationwide in 1972 when the number of copies distributed exceeded 7 million. Today, circulation is about 3 million in the United States, although the monthly edition is sold worldwide with the advertisements, models, and articles appropriate to the particular country. Hefner continues to serve as editor-in-chief. His daughter, Christie Hefner is the chief executive officer for Playboy Enterprises, the post she has held since 1988.

Murdoch, Rupert *publisher*

Rupert Murdoch was born in 1931 in Australia. Today, he is the individual owner of the largest global media conglomerate in the world. The effort began with an inheritance of a small newspaper in Australia; it now

includes numerous television stations, 130 newspapers, book publishers, online computer systems, satellite broadcasting systems, and a movie studio. His latest acquisition is part ownership of the technological processing of information related to China's *People's Daily*. The company name is News Corporation, called News Corp., and is based in Sydney, Australia.

News Corporation holdings in 1998 included:

Twentieth Century Fox movie studios	<i>The Village Voice</i>
Fox Broadcasting Company	MetromediaTV stations
<i>The New York Post</i>	<i>Melbourne Herald</i>
<i>South China Morning Post</i> (Hong Kong)	<i>Chicago Sun Times</i>
HarperCollins Publishing	<i>The National Star</i>
<i>London Times</i> and <i>Sunday Times</i>	<i>Boston Herald</i>
<i>News of the World</i>	<i>The Sun</i>
(London tabloid)	(London tabloid)

His son **Lachlan Murdoch**, will assume the role of chief of News Corp. when Rupert Murdoch retires from active service with the company. His wife of many years, **Anna Murdoch**, is a novelist, and serves on various administrative boards for the company. In 1985, in order to improve his position for acquisitions in the America, Murdoch became a United States citizen.

Neuharth, Allen H. *editor, publisher*

Al Neuharth was a senior editor for *the Detroit Free Press* when he was invited to join Gannett Publishing, at the time a regional news company. Neuharth was the force behind the new publication for Gannett, *USA Today*, which was launched in 1982. Within five years, *USA Today* was in competition with *The Wall Street Journal* for the highest circulation among national newspapers. Neuharth became chairman of Gannett that now owns the largest chain of newspapers in the United States. In 1997, Gannett assumed ownership of the *Asbury Park Press*.

Plangere, Jules *publisher*

Jules Plangere, Jr. has been a popular, well-known figure on the Jersey Shore, as a member of the Monmouth University Board of Trustees and as a

co-owner of *The Asbury Park Press*. He was enrolled at Rutgers University prior to his service as a Lieutenant in the Army during World War II. Plangere joined *The Press* in 1947, as an editor and writer for various sections of the newspaper. In 1966, he was named Secretary of Asbury Press and in 1974, assumed the position of President and General Manager of the company. Plangere served as Publisher of *The Press* from 1977 until 1991. He has received numerous awards from local associations for his service to the Jersey Shore community. In 1997, Jules Plangere and co-owner E. Donald Lass sold their newspaper holdings to Gannett Company, marking the end of family ownership for *The Asbury Park Press*.

Rosset, Barney *publisher*

In 1952, Barney Rosset purchased the small publishing house, Grovepress that specialized in the printing and marketing of off-beat, artsy plays, novels, and commentaries. In the 1950s, Rosset devoted himself to making the novel, *Lady Chatterley's Lover*, available to American readers. He won the reversal of a court decision that had identified the novel as obscene. Several years later, Rosset fought the same battle for Henry Miller's famous novel, *Tropic of Cancer*. Rosset's efforts essentially opened the door for many other erotic novels that have become popular American reading since the 1960s.

Scudder, Richard B. *publisher*

Richard Scudder with his business partner, William Dean Singleton, purchased *The Denver Post* in 1987 for Media News Group. In eleven years, they guided the newspaper from financial shakiness to financial viability. Currently, the *Post* enjoys the largest circulation for a Sunday paper and a daily in Colorado. Scudder began his career in journalism as a reporter for the *Boston Herald* in 1936. Two years later he moved as a reporter to the *Newark Evening News*, the newspaper his grandfather had founded in 1882. Richard Scudder was the publisher for the *Evening News* until 1972. Today, Media News Group owns 40 daily newspapers and more than 100 weekly papers. Scudder is also the president of Garden State Paper Company, a pioneer in the recycling of newsprint.

Early Magazine Publishers

Croly, Herbert *publisher*

Herbert Croly, with the help of a talented group of writers and editors, founded a liberal-oriented magazine, *The New Republic*, in 1914. Walter Lippmann was one of the founding editors of this magazine that continues, even today, to maintain its popularity among liberals and intellectuals.

Curtis, Cyrus *publisher*

Cyrus Curtis was born in Portland, Maine, in 1850. He began his career in journalism as a newsboy in Portland, later printing his own newspaper, the *Young American*, at age 15. In school in Boston, he founded his second paper, the *Public Ledger*. Eventually moving to Philadelphia, Curtis established another newspaper, the *Tribune and Farmer*. His wife, **Louisa Curtis**, contributed columns directed to women readers. The columns led Curtis to publish a new magazine, *The Ladies Home Journal*, which became the first American magazine to achieve a circulation over one million. Curtis promoted his son-in-law, Edward Bok to the position of editor of the *Journal*. They refused to accept advertising for untried cures, money-making schemes and cosmetics. Bok promoted a series on birth control for the *Journal*, a risky undertaking during the late 1800s. In 1897, Curtis purchased the *Saturday Evening Post*, which is alleged to have been founded by Ben Franklin as a spin-off of his *Pennsylvania Gazette*. Curtis' *Saturday Evening Post* lost sufficient circulation so as to cause him to cease publication in 1969. The use of drawings by Norman Rockwell for covers for the *Post* was strongly endorsed by publisher Cyrus Curtis, a fellow New Englander. Cyrus Curtis, according to researchers, was responsible for the movement of American magazines toward the use of substantial advertising revenues to support their publication.

DuBois, W.E.B. *publisher*

William E.B. DuBois was a graduate of Harvard University. He is credited as a substantial supporter in the early 1900s of the establishment of the National Association for the Advancement of Colored People. This led to his position as editor of *The Crisis*, a magazine that has long been the voice of the NAACP. DuBois served as editor for 24 years, then focused on the publication of his research and on writing several books for publication. He moved away from his long-time relationship with the NAACP in 1948, citing philosophical differences. DuBois had been moving strongly toward socialist thought, eventually joining the Communist Party (1961).

Godey, Louis A. *publisher*

Louis Godey published one of the earliest American magazines (1830), with women as its target audience. Called *Godey's Lady's' Book*, the magazine included recipes, fashion information, romantic fiction, manners, and other similar content that would make it indispensable to housewives. Sara Josepha Hale served as editor of the magazine for 40 years.

Harper Brothers *printers, publishers*

There were four Harper brothers: James, John, Fletcher and Wesley. The two oldest brothers, with a loan from their father, set up a printing business in New York City in 1817. Several years later the two youngest brothers bought into the company and assumed responsibility for different aspects of the business. The focus for J & J Harper was the printing of books and novels. English novels were the primary output of the printing house, a favorite for publishing because of the ability to avoid copyright infringement. By 1830, Harper's was able to distribute one new book each week. In 1833, the printing house imprint was changed to Harper and Brothers to reflect the true relationship of the four brothers to the business. The company launched a new magazine in 1850, *Harper's New Monthly Magazine*. The goal was to increase company profits, but also to promote the books that were printed by Harper and Brothers. *Harper's Weekly* was another magazine added, in 1857, to the brothers' growing effort to dominate the publishing business in New York City. *Harper's Bazaar*, a fashion magazine, appeared as another publishing venture for the company.

Luce, Henry Robinson *publisher*

Henry Luce was born in China in 1898. It was at the Hotchkiss School, a preparatory school in Connecticut, that Henry Luce met Briton Hadden. They would become competitors there as they served as reporters for the school newspaper; the rivalry would continue at Yale University as they competed for top positions of the *Yale Daily News*. In 1921, following his graduation from Yale where he had earned an outstanding academic record, Luce was offered a position as a reporter for the *Chicago Daily News*. Later that year, he moved to the *Baltimore News*. In 1923, Luce and Briton Hadden founded *Time* magazine, a weekly magazine that would appeal to the masses by offering human interest news items written in a very descriptive style. When Briton Hadden died in 1929, Henry Luce became the sole proprietor of the magazine, and promoted himself to Editor in Chief. The following year, Luce founded a financial news magazine, *Fortune*, designed for top administrators of major businesses. In 1935, Henry Luce married Clare Boothe, a fellow journalist. The first issue of Luce's new pictorial magazine, *Life*, was available on newsstands in 1936. It was the newest publication of a growing corporation now called Time, Inc. Finally, in 1954, *Sports Illustrated* made its initial appearance as an important part of the Luce press offerings. Today, *Time* magazine is the flagship publication of the largest media conglomerate, Time Warner.

McClure, Samuel S. *publisher*

He held many strong opinions about domestic affairs and the conduct of business that led him to establish a magazine in which he could disseminate his knowledge and points of view through strong journalistic writing. McClure launched the S.S. McClure Company and its primary product, *McClure's* magazine, in 1883, with the assistance of a partner, John Phillips. He soon had assembled a group of writers who would become known as muckrakers: those who write investigative articles which expose corruption or wrong-doing by public officials and business leaders. Lacking a sense for marketing and business, Phillips and Ida Tarbell became the organizers of the magazine as McClure ferreted out those stories that he believed the magazine should be covering. He was the principal owner of the magazine throughout its existence. When a scandal involving

his infidelity became known, McClure, under duress, lost control of his talented staff of writers who bolted to write for the competition.

Several Book Publishers

Beadle Brothers *publishers*

The Beadle Brothers are credited with the development of the dime novel. Their books appeared shortly before the Civil War, at that time focusing on Western lore and romance as well as real Western heroes. The Beadles recognized the importance of cover art and packaging for their novels, and set an industry standard for their many competitors. The sales of dime novels faded toward the end of the 1800s, but the Beadle imprint was available until 1937.

Cerf, Bennett *publisher*

A graduate of the Columbia School of Journalism, Bennett Cerf remained in publishing throughout his life. His first writing experience was as author for “The Stroller,” a campus-personality column in Columbia’s newspaper, *The Spectator*. Later, he became editor in chief for *Jester*, another campus publication. Following an error in giving advice as a financial writer for the New York Tribune, he moved to replace a college friend at a publishing company. Later, offered the opportunity to purchase The Modern Library publishing house, he and Donald Klopfer borrowed the money to undertake their own bookselling company. This publishing effort led them eventually to establish Random House, and to propel that company to one of the most competitive bookseller in America. Cerf became a popular personality on television shows including “What’s My Line?”

de Graff, Robert *publisher*

Robert de Graff had been a reprint publisher for fourteen years. It was his dream to improve the reading habits of the American public, and his vision

to do so was to publish popular novels as paperbacks. In 1939, with the financial backing of the Simon & Schuster Publishing Company, de Graff founded Pocket Books. Initially, his company would print and mass market what had been popular novels in hardcover editions. Pearl S. Buck's *The Good Earth* was his first attempt to prove that a low-cost, accessible novel in paperback would be able to generate a sufficient profit. Soon came instructional books: *How to Win Friends and Influence People* by Dale Carnegie, and *Baby and Child Care* by Dr. Spock. Decades later, the Spock book remains near the top of the list of all-time best-selling paperback books. De Graff introduced the concept of mass distribution of paperback books through drug stores and variety stores.

McGuffey, William Holmes *author*

William McGuffey, a university professor, was the author of a series of school readers. These new schoolbooks were first published in 1836 with two books in the series available that year. The complete series eventually included six readers, books that are designed to help elementary school children learn to read, spell and pronounce words and sounds. Some researchers have offered that the popularity of these readers was so extensive throughout American schools that this was the first true mass publication of a book.

Journalists to Authors

Clemens, Samuel *author, journalist*

Although Samuel Clemens was born in 1835, "Mark Twain" did not appear until 1863. Clemens moved quickly in his career from printer's apprentice to compositor for his brother's newspaper, the *Hannibal Journal*. His first attempt at journalism was to write five travel stories for the *Keokuk* (Iowa) *Daily Post*. In 1861, Clemens joined the Virginia City newspaper, *Territorial Enterprise*, as a writer. It was here that he established his more famous pen name as a signature on a humorous travel piece for the paper. As a steamboat pilot for a time, Clemens had called out the two words,

“mark twain,” to indicate that the water under the boat was only “two fathoms deep.” Clemens continued to write about his humorous travel experiences for two California newspapers *The Sacramento Union*, then the *Alta California*. His pieces also were published by Horace Greeley’s paper, the *New York Tribune*. Samuel Clemens died in 1910.

Hecht, Ben journalist, playwright, columnist

Ben Hecht became a newspaperman for both the *Chicago Daily News* and the *Chicago Journal*. When he was 34 years old, he wrote what is perhaps his most famous stage play, “The Front Page.” The play offered audiences some background into the process of the printing, reporting and edition of a daily newspaper. Hecht was the author of several other stage plays as well as movie scripts written with a long-time associate, Charles MacArthur. His column “1001 Afternoons in New York” appeared in *PM* magazine in 1941. Hecht died in New York City in 1964.

Hemingway, Ernest journalist, author

Ernest Hemingway began his writing career in 1917 for the *Kansas City Star*, the year he graduated from high school. During World War I, he was a foreign correspondent for the *Toronto Star*. Living in Paris and traveling in Spain, he generated most of his ideas for his novels, including *The Sun Also Rises* (1926), *A Farewell to Arms* (1929), and *Death in the Afternoon* (1932). Hemingway was a news correspondent during the Spanish Civil War. His visits to Spain led to his most popular book, *For Whom the Bell Tolls* (1940). He received a Pulitzer Prize in fiction for a short novel, *The Old Man and The Sea* (1952). Travelers to Key West, Florida, manage to capture a sense of the Hemingway’s life when they visit his home there. He died in Idaho in 1961.

Judson, Edward Zane Carroll writer

Ned Buntline adopted the pen name E.Z.C. Judson early in his writing career. His stories, which were contributed to various magazines in the 1840s, focused on his own life experiences. At one time, he was founding editor of the *Ned Buntline Magazine*. Later, he published a newspaper, *Ned*

Buntline's Own. Judson converted the real William F. Cody into the fictional Buffalo Bill in many of his stories that were published as dime novels, a publication form he is said to have invented. Judson wrote hundreds of dime novel stories concerning Western heroism and offering vivid dramatic action.

Kaufman, George S. journalist, playwright

Born on November 16, 1889, George S. Kaufman enjoyed a dual career as drama critic and playwright. At age 23, he joined *The Washington Times* as a columnist. Five years later, he became a drama critic for *The New York Times*, a post he held from 1917 through 1930. During this period, Kaufman wrote or co-authored more than a dozen comedies and musicals. His best-known plays, perhaps, are *You Can't Take It With You* and *The Man Who Came to Dinner*.

Lardner, Ring journalist, writer

Ring Lardner began his career in journalism as a reporter for the *South Bend Times* (Indiana) in 1905. From 1913-19, he served as a sportswriter for the *Chicago Tribune*. He developed a strong interest in baseball which led him to write numerous baseball short stories during his life in New York City. One of his best-known short stories is "*Haircut*."

Mailer, Norman writer

He was born in Long Branch, New Jersey, in 1923. Following his graduation from Harvard University, Mailer enrolled at the Sorbonne in Paris, France. In 1948, and during his studies in Paris, his first novel *The Naked and the Dead* was published to critical acclaim. His other stories focus on domestic political issues and on how and why we live as we do. Mailer was awarded a Pulitzer Prize for his examination of the life of convicted murderer Gary Gilmore in *The Executioner's Song*.

Poe, Edgar Allen *editor, writer*

Edgar Allen Poe began his career as a writer by entering a short story contest offered by the *Baltimore Saturday Visitor* in 1833. Two years later he was living in Richmond, Virginia, and working as an editor for the *Southern Literary Messenger*. In 1839 and now living in Philadelphia, he became a coeditor for Burton's *Gentleman's Magazine*. It was at this period in his life that he began to write extensively. Today, it is his poetry and horror stories for which he is best known. Poe is credited with the creation of the literary form for detective stories, one of which became one of his most popular tales, The Murders in the Rue Morgue. Edgar Allen Poe died in Baltimore in 1849.

Sinclair, Upton *journalist, writer*

Upton Sinclair's early career as a journalist, and his interest in socialism, led to his pursuit of a story that was published in book form. His most popular novel, The Jungle, was published in 1906, and exposed the conditions under which stockyard employees were working as well as the unsanitary processing of meat. Congress passed a Pure Food and Drug Act related to the processing of meat the same year Sinclair's book was published. He died in 1968.

Wilson, Edmund *critic, editor, journalist*

Edmund Wilson was born in Red Bank, New Jersey in 1895. He received his undergraduate degree from Princeton University. Following a stint as a reporter in New York, Wilson became managing editor for *Vanity Fair* magazine for two years, after that moved to *The New Republic* as an associate editor. He left his journalism career behind in 1931 when he published his first work, Axel's Castle. Wilson wrote many more nonfiction works, some poetry, and short stories during his lifetime. He died in 1972.

Wolfe, Tom *journalist, writer, critic*

Tom Wolfe graduated from Yale University. He began his career with the *Springfield Union* (Massachusetts), and later wrote for *The Washington Post*. Wolfe served as an editor for *Esquire* and *New York* magazines. He also has been a very successful novelist. Students in the 1960s knew him well as the author of The Electric Kool-Aid Test. Wolfe's The Right Stuff was published in 1979, followed by Bonfire of the Vanities in 1987.

At The New Yorker

The first edition of *The New Yorker* appeared in mailboxes and on news stands on February 17, 1925. According to the announcement of this new magazine, it would reflect all aspects of metropolitan life, employing wit, literature, commentary, and art. The articles would cover contemporary events and interesting people of the city and the world. Part of the magazine would be devoted to a summary of public events including gathering places, music cafes, cabarets and gallery openings. In short, it will be of interest to a sophisticated, urban readership. Among the editors to guide this endeavor would be Edna Ferber, George S. Kaufman, Dorothy Parker, Alexander Woollcott, and its executive editor, Harold W. Ross. It is currently owned by the Conde Nast publishing company and its current editor is David Remnick, only the fifth editor in the magazine's illustrious history.

* * * * *

Ross, Harold *editor, publisher*

Harold Ross began his career as a journalist for the new *Stars and Stripes*, a newspaper created to provide news for the U.S. armed forces during World War I. Following his discharge from the Army, and with the support of friends and writers, he sought funding for the creation of a new magazine,

The New Yorker. Raoul Fleischmann provided a loan, and Ross and a staff of prominent writers began to publish this very successful literary magazine in 1925. Ross was the founder of *The New Yorker*, and Editor-in-Chief until his death in 1945.

Shawn, William *editor*

William Shawn devoted most of his career as a journalist to *The New Yorker*, beginning in 1933. He served as editor from 1952 until his departure in 1987. He was a quiet, unassuming man whose style was to shun public appearances or any other type of self-promotion. Shawn was responsible for encouraging successful writers to contribute pieces for the magazine, including Truman Capote, J.D. Salinger, Philip Roth and Edmund Wilson. He was a strong supporter of Pauline Kael who wrote distinctive movie reviews for the magazine.

Arno, Peter *cartoonist*

Peter Arno arrived at *The New Yorker* through the purchase of one of his humorous drawings. He was a musician, college-educated, and somewhat independently wealthy. In addition to his artwork, he was a theatrical producer as well as a print journalist. Perhaps the best known of his work for *The New Yorker* was a continuing series of cartoons that featured the Whoops Sisters, two inebriated charwomen. Eventually, their exploits would be portrayed in the form of a novel. Arno was judged to be the best dressed man in America in 1941.

Benchley, Robert *writer*

Robert Benchley graduated from Harvard University in 1912. His first position was with *Life* magazine as a drama critic (1920). He continued as drama critic for *The New Yorker* from 1929-40. As a side venture, he wrote a newspaper column as Guy Fawkes. Benchley's humor developed from fictional characters who faced the absurdities of modern life. He is credited with 46 short stories, and was the author of 15 books. He also appeared in small roles in many films, several in which he played himself. Benchley died in 1945.

Fadiman, Clifton *editor, critic*

An essayist, editor and critic for many years, Clifton Fadiman enjoyed an envied diversity of assignments in publishing and radio and television; he regularly demonstrated worldliness in his work as editor and entertainer. Several years after graduating from Columbia University, he became a prominent editor for Simon & Shuster, later moving to the position of book editor for *The New Yorker* magazine, a post he held for ten years. During the 1940s, Fadiman was host of a popular radio quiz show, "Information Please." He also was heard on various radio shows involving questions for the panelists sent in by listeners. In 1952, he served as host television panel show, "This is Show Business." He was closely associated with the "Book-of-the-Month Club, recommending books to thousands of readers who followed his suggestions. In 1993, Fadiman received National Book Foundation Medal for Distinguished Contribution to American Letters. He died in 1999 at age 95.

Gill, Brendan *writer*

Brendan Gill spent almost all of his professional life in association with *The New Yorker* magazine, as a book, play and film critic, and campaigner for historical preservation in numerous articles. He served under all four editors of *The New Yorker*, and was referred to by John Updike on one occasion as "the only gregarious man on the premises." His best-selling memoir is titled Here at The New Yorker. Gill began his career in journalism as editor of the *Yale Literary Magazine*.

Parker, Dorothy *writer, critic*

Dorothy Parker was born in West End, New Jersey in 1893. She was raised in New York City. Her earliest journalism stint was as drama critic for *Vanity Fair* magazine. She later moved to *The New Yorker* as the book and theater reviewer, and wrote a column for *The New Yorker* under the name of "Constant Reader." Parker was a filmwriter for a short period as well as the book reviewer for *Esquire* magazine. Parker's best-known book of poetry is most likely, Enough Rope. And her most famous observation may have

been: "Men don't make passes/ at girls who wear glasses." Parker, Robert Benchley and Robert Sherwood are considered by some to be the founders of what became known as The Vicious Circle that met at the famous Algonquin Hotel. She died in 1967.

Thurber, James *writer, cartoonist*

James Thurber was a reporter for several newspapers prior to moving to New York City where he was a contributor to the *Evening Post*. In 1927, Harold Ross invited Thurber to serve as an editor and writer for *The New Yorker* shortly after it began publication. One of his drawings first appeared in *The New Yorker* in 1927. He left the staff after six years but remained a frequent contributor. Thurber may be best known for his portrait of the timid soul, Walter Mitty. He died in 1961.

White, Elwyn Brooks *author, writer, journalist*

E. B. White graduated from Cornell University in 1921. He had been a student of William Strunk, Jr, the author The Elements of Style. White had been a free-lance writer and reporter before joining the staff of *The New Yorker* in 1927 where he was an editor as well as a writer. He married **Katharine S. Angell** who was the first fiction editor at *The New Yorker*. White was a columnist for *Harper's Magazine* from 1938 through 1943. In 1945, his popular children's book, Stuart Little, was published; Charlotte's Web followed in 1952. Both books are published by Harper Brothers. Critics have identified White as a premier American literary stylist. He died in 1985.

Woollcott, Alexander *journalist, critic*

Alexander Woollcott graduated from Hamilton College in 1909. He began his journalism career as a reporter for *The New York Times*, then moved to the position of drama critic. He later wrote for *The New York Herald*, *The New York World*, and finally *The New Yorker*. Woollcott appeared in the title role of the Broadway production of "*The Man Who Came to Dinner*." He was a long-time member of the Algonquin Round Table.

**Were it left to me to decide whether we should
have a government without a newspapers, or
newspapers without a government, I should
not hesitate a moment to prefer the latter.**

Thomas Jefferson

The Newspaper Industry

Who were the early newspaper publishers in the American Colonies?

Colonial newspapers

Publick Occurrences both Foreign and Domestick

The Boston News-Letter

The New England Courant

Styles

Broadsheet

Tabloid

Yellow journalism

Characteristics

Spanish-American War

Political cartoons and comic strips

“Join or Die”

Boss Tweed

Pogo

Non-community newspapers

USA Today The Wall Street Journal Christian Science Monitor

Wire services

Associated Press

United Press International

Agence France-Presse

Russian Information Telegraph Agency

Reuters

Syndicates

Columns

Comics

Top Six Daily Newspapers by Circulation - 1997

- | | |
|------------------------|--------------------------|
| 1. Wall Street Journal | 4. The Los Angeles Times |
| 2. USA Today | 5. The Washington Post |
| 3. The New York Times | 6. New York Daily News |

Top Five Newspapers in the World by Circulation - 1996

Name	Country	Circulation
1. Yomiuri Shimbun	(Japan)	14,485,393
2. Asahi Shimbun	(Japan)	12,660,066
3. Sichuan Ribao	(China)	8,000,000
4. Guangming Ribao	(China)	6,000,000
5. Mainichi Shimbun	(Japan)	5,865,571

Eight Top U.S. Newspaper Chains

- | | |
|--------------------------|-----------------------------|
| 1. Gannett Co., Inc. | 5. Times Mirror Co. |
| 2. Knight-Ridder, Inc. | 6. The New York Times Co. |
| 3. Newhouse Newspapers | 7. The Hearst Newspapers |
| 4. Dow Jones & Co., Inc. | 8. Thomson Newspapers, Inc. |

- On their Mastheads -

The New York Times

Founded in 1851

Adolph S. Ochs, Publisher 1896-1935
Arthur Hays Sulzberger, Publisher 1935-1961
Orvil E. Dryfoos, Publisher 1961-1963
Arthur Ochs Sulzberger, Publisher 1963-1992

Arthur Ochs Sulzberger Jr., Publisher

Joseph Lelyveld, Executive Editor

The Washington Post

Eugene Meyer, 1875-1959
Phillip L. Graham, 1915-1963

Donald E. Graham, Publisher

Leonard Downie, Jr., Executive Editor
Benjamin Bradlee, Vice President at Large
Katharine Graham, Chairman of the Executive Committee
Donald E. Graham, Chairman of the Board and Chief Executive Officer

**Promise, large promise, is the soul
of an advertisement.**

Samuel Johnson

The Magazine Industry

How many magazines are published in America today? 13,000

Early magazines targeted which audience? Why?

Earliest magazines in the Colonies

American Magazine 1741

General Magazine 1741

Literary magazines

The Atlantic Monthly *Harper's Magazine* *The New Yorker*

Political magazines

The Crisis

The Nation

The New Republic

The National Review

Muckrakers

Jessica Mitford

Ida Tarbell

Lincoln Steffans

Upton Sinclair

Magazine economics

Subscriptions vs. Single copy sales

Required ratio of advertising copy to editorial copy for profitability: ____/____

Playboy - 1953

Playboy circulation circa 1972 _____ 2000 _____

Magazine practices

Covers

Feature articles

Advertisement placement

Editorial content

Magazine Ranked by Advertising Revenue - 1997

- | | |
|--------------------------|--------------------------|
| 1. People Weekly | 16. Cosmopolitan |
| 2. Sports Illustrated | 17. Ladies' Home Journal |
| 3. Time | |
| 4. TV Guide | |
| 5. Newsweek | 32. Vanity Fair |
| 6. Better Homes/Gardens | 33. The New Yorker |
| 7. PC Magazine | |
| 8. Business Week | 45. Harper's Bazaar |
| 9. Forbes | 48. National Geographic |
| 10. US News/World Report | 49. House Beautiful |

Which magazine was 150 years old in 2000?

Which magazine was 75 years old in 2000?

Leading Magazines by Circulation 1997

(approximate position)

- | | |
|------------------------|-----------------------------|
| 1. NRTA/AARP Bulletin | 6. Better Homes and Gardens |
| 2. Modern Maturity | 7. Family Circle |
| 3. Reader's Digest | 8. Good Housekeeping |
| 4. TV Guide | 9. Ladies' Home Journal |
| 5. National Geographic | 10. Woman's Day |

**There are two motives for reading a book:
one, that you enjoy it, the other that
you can boast about it.
Bertrand Russell**

The Book Industry

First books?

First book printed in the Colonies

The Bay Psalm Book

Popular culture

Pamela (fiction)

Poor Richard's Almanack.

Midnight in the Garden of Good and Evil.

Industry terminology

Bodice rippers

Subsidiary rights

Best sellers

Stripped books

Notable book publishers

GrovePress

Pocket Books, Inc.

Harper Brothers

Legal matters

International Copyright Law of 1891.

Genres

Percentages for book publishing in the various genres:

Popular fiction	50%
Nonfiction	10%
Cook books	10%
Religious books	7%
Education	6%
Self-help books	5%
Fine/performing arts	4%
Reference texts	3%
Travel books	2%
Other	3%

Lee de Forest

Columbia Broadcasting Company

WWDC

WEAF

CD109

Broadcasting

- Radio -

WMGX

KDKA

National Broadcasting Company

Guglielmo Marconi

WCBS

WFAN

format radio

The Guiding Light

payola

electromagnetic waves

Early Inventors

Alexanderson, Ernst *inventor*

Ernst Alexanderson was a Swedish electrical engineer who was invited to work for the General Electric Company in order to design an alternator that would generate 100,000 cycles per second as electromagnetic waves. His effort led to the Alexanderson Alternator that would become a primary component of the Reginald Fessenden radio system used to make the first broadcast to ships at sea.

Armstrong, Edwin H. *physicist, inventor*

Edwin Armstrong received a degree in electrical engineering from Columbia University. He became involved with the development of circuitry for radio transmission and reception. During the late 1930s he built an experimental radio station in New Jersey, along the Palisades, where he was able to begin trial transmissions using his latest invention for radio: Frequency modulation. FM is the transmission of radio waves from one point, or tower, directly to another point. The Federal Communication Commission in 1941 finally approved the full use by radio stations of FM transmission. Armstrong was involved with a patent dispute with de Forest that lasted almost two decades. At the end, having lost his savings and his spouse, Armstrong in 1954 took his own life.

de Forest, Lee *inventor*

Lee de Forest became a career inventor following his graduation from Yale University. His experiments with vacuum tubes led to the development of what was referred to as an audion tube, a tube that would receive and amplify electromagnetic waves. It was the amplification factor that led de Forest to the top of the list of inventors who were advancing wireless transmission and reception during the early part of the century. He worked for various companies during his lifetime as an inventor, including American Wireless Telegraph Company, Bell Telephone Laboratories, and his own De Forest Wireless Telephone Company. He was involved at various times with law suits over patent rights with Marconi, Armstrong and Fessenden. De Forest died in 1961.

Fessenden, Reginald Aubrey physicist, inventor

Reginald Fessenden was a Canadian physicist pursuing the possibility that if electromagnetic waves could be increased to a very high frequency they would be capable of transmitting the human voice and musical sounds. He requested that an alternating current generator be built, so that he might experiment with it to send messages and music to ships at sea. On Christmas Eve 1906, having set up a transmitting station at Brant Rock, Massachusetts, Fessenden successfully sent music to radio operators aboard ships off the coast several Christmas carols and good wishes for the holiday. Fessenden's patent rights to his inventions soon became the property of Westinghouse.

Goldsmith, Alfred *inventor, professor*

As a professor of technology at City University of New York, Alfred Goldsmith became a popular figure at American Marconi and later at Radio Corporation of America. He served as the head of various laboratories that were engaged in the research of electromagnetic transmission possibilities. Eventually, on his own, he constructed the first radio unit that held all the necessary reception components that would find their way into all early radios. He called his new invention the "radiola."

Hertz, Heinrich *inventor*

In 1888, Heinrich Hertz built an apparatus that would both send and receive electromagnetic waves. His name has been adopted as a part of the measurement of those waves in celebration of his invention that was the first of its kind.

Marconi, Guglielmo *inventor*

Guglielmo Marconi is credited with putting into use the electromagnetic field that Heinrich Hertz created: he led the way in developing uses for these fields including wireless communication. His wireless system was first patented in England, leading to the creation of his company, British Marconi. Later, patents were obtained in the United States. Another

company was formed to oversee research and production, American Marconi, which held the predominate number of patents for making a radio work. Guglielmo Marconi was the first to demonstrate the very long-distance transmission of radio waves in 1910 from England to New Foundland. In 1909, Marconi received the Nobel Prize for his efforts in wireless communication. He shared the award that year with Karl Braun who was honored for the development of the cathode ray tube.

Industry Movers

Conrad, Frank *engineer*

In 1916, Frank Conrad was an engineer at Westinghouse and he had an idea: Broadcast piano concerts from his garage to owners of primitive radio receivers. He set up an experimental radio station at his home for that purpose. Westinghouse improved on his idea by establishing the first commercial station in America: KDKA, Pittsburgh.

Daniels, Josephus *editor, Secretary of the Navy, diplomat*

Josephus Daniels was the editor for the Raleigh State Chronicle in 1885, later the Raleigh News and Observer. He moved into politics, serving as public relations for the Democratic Party in 1908 and 1912. Through this undertaking he developed a close relationship with Woodrow Wilson, who appointed Daniels to Secretary of the Navy as the United States approached World War I. Daniels recognized the value of wireless communication to the U.S. Navy, and moved aggressively to allow the federal government, specifically the Navy, to assume all control over its development. The Navy would obtain access to all wireless patents and would control the distribution of ether that was needed for radio tubes. Eventually, the control of radio patents was lost to a better idea which was supported by the government: The development of a corporation, Radio Corporation of America, which was made up of competing companies so that development of wireless transmission and reception capabilities might move ahead more rapidly. Daniels was appointed Ambassador to Mexico in 1933.

Herrold, Charles D.

In 1909, Charles D. Herrold began regular broadcasts from a studio he had created at the College of San Jose (California). Originally, specific call letters were not required; later, the station became KQW. Herrold attempted more than the transmitting equipment could handle, losing all power prior to the end of the evening's first broadcast. He sold the station in the 1940s to a Baptist Church; it later became KCBS. Herrold's station might be considered the oldest broadcasting station in the world.

Judson, Arthur *radio entrepreneur*

Arthur Judson was a talent agent who sought paid time on NBC for his clients. Advertisers would pay for the air time and Judson would receive commissions from their fees. David Sarnoff refused to involve himself with Judson. In response, Arthur Judson formed his own entertainment company: Judson Radio Program Corporation. Later, he was able to establish a second radio network, the United Independent Broadcasters, by offering sixteen independent stations an opportunity to broadcast programs created by his clients. Losing money, Judson gave up the controlling interest in UIB to a wealthy businessman who later merged the network with the Columbia Phonograph Company. The company was renamed the Columbia Phonograph Broadcasting Company. Sam Paley befriended Ike Levy, who held the controlling interest in the UIB network operations. Paley agreed to pay to advertise one of his premier cigars over the network. William Paley, Sam's son, assumed the responsibility for producing the advertisement, which led him to the offices of Arthur Judson at CPBC. The Paleys learned in 1928 that the network might be for sale. Eventually, Sam Paley approved the use of profits from the cigar business for the purchase of the controlling interest in the network. William Paley became the president of UIB, re-naming it almost immediately the Columbia Broadcasting System.

McLendon, Gordon *executive, innovator*

Gordon McLendon began his career in radio as the owner of a radio station. Later, he developed Liberty Broadcasting System that incorporated a series

of radio stations. Working in Chicago, McLendon was able to broadcast baseball and football programs, initially re-creating the games from information sent to him in the studio over a wire by his colleagues who were attending the games. It was McLendon who developed what is now called format radio, identifying Top 40 segments as well as other genres within the recording industry. He also was an advocate of incorporating local news events with his national news coverage.

Nally, Edward J. corporate executive

Edward Nally was a vice president for American Marconi. With other executives, he urged the development of a government-approved monopoly that would serve the interests of the masses as well as the armed forces. For Nally's organizational efforts, then, he was appointed president of the Radio Corporation of America, a business endeavor which collected all of the important patents from various entities in order for the development of radio to move forward. General Electric, the United Fruit Company, Westinghouse and American Telephone and Telegraph Company, all holding the patents, agreed to work together in the development of transmission capability and the manufacturing of receivers. The U.S. Navy that had sought control of radio development reluctantly supported this effort.

Paley, William S. *owner*

William Paley was more interested in his father's cigar business than he was in completing his undergraduate degree. He shortly came to dislike the smell of tobacco, and took a stronger interest in the advertising end of the business. When Sam Paley purchased the United Independent Broadcasters network in 1928, his son, William became the first company president. He re-named it the Columbia Broadcasting System to reflect its connection to the Columbia Phonograph Broadcasting Company. He served as president of CBS until the early 1980s when he relinquished the position of president, at a time when the network was having serious financial difficulties as it failed to compete strongly with NBC and ABC. In 1987, he returned to active duty for CBS as acting chairman of the board, and would work with Larry Tisch who had been appointed acting chief executive officer of CBS. William Paley died at the age of 85.

Sarnoff, David *corporate executive*

David Sarnoff was born in Russia in 1891; in 1900 he arrived in New York City with his family. During the next several years, and speaking little English, Sarnoff established his own paper route in Hell's Kitchen, then was a messenger for the Commercial Cable Company and the Marconi Wireless Telegraph Company. At age 21, Sarnoff was on duty for the Marconi company as the evening wireless radio operator when he heard desperate reports of the sinking of the Titanic. For his effort in the disaster, Sarnoff's name became widely recognized. Moving over to RCA several years later, it was, reportedly David Sarnoff who proposed to RCA chairman Edward Nally that the corporation begin to market small radios for home use, for residents to receive news and musical presentations. And it was his proposal that RCA assume ownership of the AT&T broadcasting rights, and affiliate the New York station with others around America. The new radio network would be owned by the companies belonging to RCA, and would be called the National Broadcasting Company. David Sarnoff rose quickly within the RCA organization, becoming its president in 1930. In 1965, Sarnoff retired as president, appointing in his place his eldest son, Robert. David Sarnoff died in 1971.

White, Abraham businessman

It was Abraham White who convinced Lee de Forest to consider the creation of a public company, De Forest Wireless Telegraph, which would establish wireless stations across America by raising money through the sale of stock. White became president of the company; de Forest agreed to serve as scientific director and to continue to develop wireless components. Frustrated with the operation of the company, de Forest eventually resigned, and White became the owner of the de Forest wireless patents.

Young, Owen D. corporate executive

Owen Young became the first chairman of the board for the Radio Corporation of America. At one point in his tenure, he forced the resignation of Edward Nally as president of RCA, and replaced him with General James Harbord. After the stock market crash in 1930, Young relinquished the position of chairman, but remained on the board of

directors for RCA. General Harbord moved up to the chairmanship; David Sarnoff assumed the presidency. In 1933, Owen Young negotiated with the Rockefellers to locate RCA in part of their newly constructed Rockefeller Center. The portion dedicated to RCA would be known as "Radio City."

The Talent

Allen, Gracie *comediienne*

Gracie Allen and her husband, **George Burns**, formed a comedy team for vaudeville in the early 1920s. In their sketches, he would respond patiently to her distorted logic in an endless series of events in their home. The banter led them to radio in 1932 where they enjoyed an eighteen-year run as the stars of *The Burns and Allen Show*. The show was then re-broadcast on television beginning in 1950.

Arlin, Harold *announcer*

Harold Arlin joined radio station KDKA-Pittsburgh in 1921. He would serve as the station's on-the-air announcer for its scheduled programming. In addition to introducing guests or musicians, Arlin eventually became the KDKA sportscaster for Pittsburgh football and baseball team homegames. Arlin might be considered the first radio announcer. His name, however, was not well known to listeners as early stations preferred that announcers not use their own names.

Ball, Lucille *comediienne*

Lucille Ball began her career as a film actress, then moved to radio to star in a CBS comedy show, *My Favorite Husband* which aired from 1948 until 1951. In 1951, she moved to television as Lucy in *I Love Lucy*, which for a time was broadcast on CBS radio as well as aired over the CBS network.

Benny, Jack *vaudevillian, comedian, master of ceremonies*

For 17 years, Jack Benny could be heard on regularly scheduled programs on NBC. Benny, a vaudevillian, was emcee of *The Canada Dry Ginger Ale Program*, then achieved star status as a comedian, sometimes with violin. He jumped to CBS as the star of *The Jack Benny Show* for his final six years on radio. Jack Benny died in 1974.

Bergen, Edgar *radio personality, ventriloquist*

Edgar Bergen was a ventriloquist who offered such distinct vocal qualities for his dummies that he was able to develop a radio show around the interactions of his characters. Broadcast from 1937 until 1956, *The Charlie McCarthy Show* was produced originally on NBC, then moved in 1948 to CBS.

Berle, Milton *radio entertainer, host*

Milton Berle, born Berlinger, enjoyed a radio career spanning 13 years, but without critical success. He had moved easily from vaudeville to a radio studio, but the visual effect of his mugging and bodily antics were lost at the microphone. In 1947, Phillip Morris offered to sponsor *The Milton Berle Show*. When Phillips Morris retreated, Texaco offered to sponsor the *Texaco Star Theater* for television on NBC with Milton Berle hosting in rotation for the 1947-48 season.

Breneman, Tom *radio show host*

Tom Breneman was the host of his own morning talk show called *Breakfast in Hollywood* from 1941, broadcast from a restaurant that he owned called Sardi's. He died in 1948, at the time the host of one of the most popular radio shows in America, broadcast over more than 200 stations nationwide.

Brice, Fanny *vaudevillian, comedienne*

Perhaps the most popular radio character on radio in the late 1930s and 40s

was *Baby Snooks*, portrayed by Fanny Brice, a former vaudevillian and burlesque performer. She offered a portrayal of a demanding, yet lovable child, with a squeaky voice, and a perpetual demand of her father, "Why, daddy?" The Broadway musical and ensuing film "*Funny Girl*" was based on her life. Fanny Brice died in 1951.

Cantor, Eddie *comedian, vocalist*

The Eddie Cantor Show was heard on NBC from 1931 until 1949. Cantor had been a popular performer for the Ziegfield Follies during the 1920s. His wide-eyed look, rapid-fire delivery, and performance energy were his trademark.

Correll, Charles *radio actors*

Charles Correll played Andy and **Freeman Gosden** played Amos in the long-running radio show, *Amos and Andy*. Both Gosden and Correll were white men using dialects to portray the black managers of the Fresh Air Taxi Company. Their very popular radio show, which they wrote and acted in, went on the air in 1926 and lasted for 35 years. It commanded a very large audience until the 1950s when television programming drew listeners away from their radios.

De Leath, Vaughn *vocalist*

Ms. Vaughn De Leath was the first vocalist to perform on radio. In 1920, she sang for Lee de Forest over his experimental station, then appeared as a regular guest on several early radio shows, and starred in her own show during the 1930s.

Edwards, Ralph *announcer, game show host*

Ralph Edwards enjoyed a long career on radio, first as an announcer for many CBS programs, later as a newscaster. He developed the popular radio show, *Truth or Consequences*, and acted as host from its appearance in 1940 until it moved to television in 1957. He also developed and hosted

This Is Your Life that was offered as a radio program for two years.

Hope, Bob *vaudevillian, comedian, actor*

Bob Hope moved easily from vaudeville and musical comedy to radio shows on NBC. He was heard on *The Pepsodent Show*, essentially his own program that was broadcast for twelve years, ending in 1950.

Linkletter, Art *radio host*

Art Linkletter entered radio as an announcer in 1933. He was hosting his first regular program, *What's Doin' Ladies?* on NBC in 1943. Two years later, he moved to *People Are Funny* that ran from 1943 until 1959, on both NBC and CBS. Linkletter became the master of ceremonies for *House Party* in 1945 on CBS, and remained as host of both the radio version, through 1967, and the television version that first aired in 1952.

McBride, Mary Margaret *journalist, talk show host*

Mary Margaret McBride was the host of the first talk show on CBS in 1937. Called *Mary Margaret McBride*, it was primarily an interview show blending folksy tales with modest adoration for the guests. McBride moved the show across all three major radio networks until it ceased to air in 1950.

McNeill, Don *talk show host*

Don McNeill was host for the longest-running talk show in radio history. Called *The Breakfast Club with Don McNeill*, it first aired in 1933, and lasted until 1968. Its strengths were free-style bantering, popular music and interaction with the audience.

Nelson, Ozzie *bandleader, radio actor*

Ozzie Nelson joined Harriet Hilliard in matrimony three years after she had become a vocalist with his band. In 1944, they directed their efforts toward

a new radio show, *The Adventures of Ozzie and Harriet Nelson* on the CBS network. Their show, focusing on the trials of familyhood, aired for 22 years on both radio and television.

Roosevelt, Franklin Delano *radio host*

Franklin D. Roosevelt knew that he needed to promote his new programs for national financial health to the American people, and choose radio as the means to that end. Roosevelt began what were referred to as *fireside chats* in 1933, and continued to broadcast regularly until one month before his death in 1945.

Vallee, Rudy *musician, radio host*

Known first as a talented musician, Rudy Vallee continued his popularity as the host of *The Fleischmann Hour*, an early variety show on NBC radio. The show first aired in 1929 and featured weekly visits by musicians, comedians and many vaudevillians that were seeking a career on radio. Vallee died in 1986.

Welles, Orson *dramatic actor*

Orson Welles was an actor in radio dramas during the 1930s for both NBC and CBS. For one year, he was heard on *The Shadow*, a regular radio mystery show. In 1938, he formed the Mercury Theater Company that produced radio dramas as the *Mercury Theater on the Air* from 1938 to 1940. On October 30, 1938, Welles and his company presented his adaptation of H. G. Wells' *War of the Worlds* as a news broadcast. Many listeners confused the broadcast with the news report of an actual landing of Martians. His notoriety from this broadcast took Welles to Hollywood where he continued his career in film.

Winchell, Walter *journalist, radio show host*

What Walter Winchell wrote about in his newspaper column, he eventually brought to radio in a fifteen-minute program for the NBC network. Called

Walter Winchell's Journal, he mused on political, artistic and scientific matters, and passed along some privileged information when he could discover any. He was famous for his introductory shout for the radio show: "Mr. and Mrs. North America and all the ships at sea!"

The Broadcast Journalists

Grauer, Ben *radio commentator, announcer*

Ben Grauer began his radio career with NBC in 1930 as a newscaster and commentator. His distinct, well-modulated voice made him a popular announcer for many radio shows including *Information Please* aired during the 1940s, and the *NBC Symphony Orchestra* from 1940-1954. During the 1950s and 1960s, Grauer made appearances in Time Square for NBC as the host of its New Year's Eve celebration.

Kaltenborn, Hans Von *broadcast journalist*

H.V. Kaltenborn became known as the dean of broadcast journalists, for his on-air demeanor, his firmness of voice, and his intelligent presentation of news. In 1929, he joined CBS as its chief news analyst. In 1940, Kaltenborn moved to NBC in a similar capacity, at a time when Murrow's boys were developing a strong presence at CBS.

Murrow, Edward R. *broadcast journalist*

Edward R. Murrow entered the radio field, more as a competent print journalist than a newscaster. He began his work on the air when he was dispatched to Europe to cover the initial stages of World War II. Murrow enlisted the aid of other competent writers to assist in the coverage of the war; later, they would become known as Murrow's boys. At one point, Murrow broadcast from the rooftops of London during German bombing raids on the city. He accompanied paratroopers as they jumped from their airplanes into enemy territory; he also flew on a bombing raid over Berlin.

When he returned to New York after the war, William Paley asked him to take charge of the CBS news division, which he did for two years. He preferred, however, to be an on-air journalist, and returned to broadcasting duties as the host on radio for *Hear It Now*. When television arrived in the late 1940s, Murrow moved to the new medium, somewhat regretfully. He became the host of two new television programs, *See It Now*, and later *Person to Person*. The famous Edward R. Murrow statement, referring to his journalist colleagues and long-time producers during his first attempt at television, lives on: "This is an old team trying to learn a new trade."

Thomas, Lowell *broadcast journalist, commentator*

Lowell Thomas joined CBS radio as a journalist and commentator in 1930. He remained with the network throughout his career, developing a reputation as a truthseeker and sophisticated analyst of human events. Thomas died in 1981.

The Disc Jockeys

Block, Martin *disc jockey*

Martin Block may have been the first disc jockey on radio. During his on-air time period for coverage of the Bruno Hauptmann trial, Block elected to play music between trial segments rather than recap events or pursue other talk opportunities. When he was a news announcer, the music segments began to grow longer. Eventually, he allowed the program to be dominated by the music, and he merely accommodated the news reports. Block was the host of *Your Make Believe Ballroom*, a popular music show that was broadcast from 1935 until 1954. He moved his show from WNEW to ABC in 1954 where it aired as *The Martin Block Show* until 1961, then to WOR until 1967.

Freed, Alan *disc jockey*

Alan Freed was born in Pennsylvania in 1922. His family later moved to Ohio where Freed would find his first position in radio with WJW, Cleveland. Acting on advice from a friend, Freed developed his radio show around rhythm and blues recordings that were beginning to appeal to young white audiences. In 1951, he named his show *Moondog's Rock "n" Roll Party* and generated large listening audiences for his rock and roll selections. Freed moved his show to WINS in New York in 1954. Radio executives launched an investigation in 1959 to determine whether Freed and other disc jockeys had been taking bribes from industry representatives to gain extra playtime for their records. Freed refused to sign a statement that he had not been involved with what was called "payola." Record company financial statements revealed, however, that he had done so. He was found guilty of income tax evasion and fined and given a suspended sentence.

The Sportscasters

Allen, Mel *radio sportscaster, announcer*

Mel Allen began his radio career as an announcer with CBS in 1936. He was the sportscaster for New York Yankees baseball games from 1939 until 1964, eventually known as the Voice of the Yankees.

Barber, Red *radio sportscaster*

Walter Lanier Barber was known only as Red Barber to his listeners. Barber was the long-time voice of the Brooklyn Dodgers. He was on the air in 1947 when Jackie Robinson became the first black player in the major leagues. Culturally, Barber was a Southerner who still had an Arkansas twang when he spoke. Integration of the major leagues, he reportedly admitted to the Dodgers owner, was something he struggled to accept. But on the day of Jackie Robinson's first appearance as a Dodger, Barber did not distinguish him from any other ballplayer: he gave no reference to race. Barber explained later that it was an extraordinary learning experience for him.

Stern, Bill *sportscaster*

Bill Stern became one of America's favorite sportscasters during the 1940s and 1950s. He began his career in radio broadcasting as the host of *The Bill Stern Sports Review* in 1937 and remained on the air with that show until 1956. Stern's distinctive voice and speech style became an important part of the attraction for his interview and sports story programs. He gained experience in the sports world by broadcasting the Friday night fights in the mid-1930s. Later, he became the host of *The Colgate Sports Newsreel* show for two years, establishing his personal popularity that would carry him through a long career in radio. He admitted to occasionally manufacturing some details of his stories, and he enjoyed his ability to engage non-sports celebrities for his programs. He was host of other radio shows as he continued to act as sports commentator for various sporting event. Bill Stern died in 1971.

Contemporary Talk Show Hosts

Imus, Don *radio talk show host*

Don Imus has been talking about politics, news events, and sex on radio since 1971. He hosts his own show, *Imus in the Morning*, on WFAN, 660 on the AM dial. Prior to appearing on WFAN, Imus was at 660 on WNBC with more sensational discussions and more incoming phone calls. WNBC had originated as station WEAJ that was partly owned, in the early years of radio, by American Telephone and Telegraph Company. Although the early morning Imus program may not have the largest listening audience, the station claims to be earning the most advertising revenue for drive time. Don Imus has been elected to the National Association of Broadcasters, and is the only four-time recipient of the Marconi Award from the NAB.

King, Larry *radio talk show host*

Larry King first entered the field of radio in 1957 as a disc jockey for a small radio station in Miami, Florida. He developed a strong following in the South Miami area during the 1960s, hosting his own radio interview

show, and adding a television show and a newspaper column to his schedule. Following a personal and professional disaster, King moved to California to re-build his career. In 1978, *The Larry King Show* was aired on a national network, and became the first radio call-in talk show. King reportedly has been heard on radio longer than any other broadcaster. He has been elected to the Emerson Radio Hall of Fame.

Some newspapers wouldn't run listings of radio programs and the more rabid tabooed even the name.

Martha Deane

The Radio Industry

Motivation for the development of wireless communication?

Notable stations

WEAF/WNBC

KDKA

Technical matters

Audion tube

Amplitude modulation

Frequency modulation

Notable radio events

Transmission from Twin Towers Light House

Brant Rock, Massachusetts

Mercury Theater of the Air Scare

Radio Act of 1912

Corporate radio

Radio Corporation of America

NBC - Red and Blue

ASCAP and BMI

Federal Communication Commission

Industry terminology

Drive time

Payola

Network

Sponsor

Radio Stations by Format

Format	1990	1997
Country	2442	2525
Adult contemporary	2058	1572
News, Talk, Business, Sports	308	1272
Religion	696	1020
Rock	365	879
Oldies	545	738
Top 40	951	333
Easy listening	328	57

Notable radio shows

Amos and Andy	Jan. 1926 – Nov. 1960	comedy
Walter Winchell's Jergens Journal	May, 1930 - March, 1957	news/gossip
The Shadow	July, 1930 – Dec. 1954	crime drama
Louella Parsons	Feb. 1931 - June, 1954	gossip
Lum and Abner	April, 1931 - May, 1954	country humor
The Burns and Allen Show	Feb. 1932 - May, 1950	comedy
One Man's Family	April, 1932 - May, 1959	family drama
The Lone Ranger	Jan. 1933 - May, 1956	western drama
The Lux Radio Theater	Oct. 1934 - June, 1955	drama
Fibber McGee and Molly	April, 1935 – Sept. 1959	comedy
Gangbusters	July, 1935 – Nov. 1957	crime drama
Backstage Wife	Aug. 1935 – Jan. 1959	soap opera
The Green Hornet	Jan. 1936 – Dec. 1952	crime drama
The Baby Snooks Show	Feb. 1936 - May, 1951	comedy
The Guiding Light	Jan. 1937 - June, 1956	soap opera
Stella Dallas	Oct. 1937- Dec. 1955	soap opera
Suspense	July, 1940 – Sept. 1962	crime drama
Meet the Press	Oct. 1945 - July, 1986	news talk

John Logie Baird

Meet the Press

1946

Dumont

CNN

pop culture

cathode ray tube

Toast of the Town

Survivor

RCA

Texaco Star Theatre

Broadcasting

- Television -

60 Minutes

American Broadcasting Company

talk shows

Kennedy-Nixon Debate

Inventors

Alexanderson, Ernst F.W. *inventor*

Ernst Alexanderson became a trusted electronic engineer/researcher for the General Electric Company in the early 1920s. His success with the Alexanderson Alternator for distant radio transmission earned him great respect within GE, and so, he became one of the principal researchers for GE for the development of television. Alexanderson believed that a mechanical scanning system would be the most successful means for transmitting a picture using electromagnetic waves, taking GE in that direction. He apparently ignored his own background in electronic engineering, favoring instead an electrical system that would eventually provide an unimpressive and non-competitive picture resolution.

Baird, John Logie *inventor*

If we watch television today, we are watching what John Logie Baird wished for us in 1900. Baird, a Scotsman, was a man who looked for something to invent so that he could remain financially solvent. Reading about the idea of seeing pictures transmitted over a distance, Baird thought he could be the first to develop such a system. He was a businessman by day, but did not have much money to live on, nor did he have an employer who would fund his research efforts. Baird, however, dedicated himself to the improvement of an early scanning device, the Nipkow Disk, which would become the foundation of his mechanical television system. He finally had a prototype for a system that he would call a Televisor. It was 1924 when he was invited to demonstrate his device at a London department store. Viewers saw the very poor, flickering image of a doll transmitted onto a small screen using reflected light. Within a year, the picture had become substantially improved, and Baird experimented with a human being who was willing to sit under very bright lights. The British Broadcasting Company eventually awarded a transmitting license to John Baird. He made the first transatlantic transmission of distinguishable images in 1927, sending them from London to Hartsdale, New York. Although thousands of Televisors had been manufactured and sold in Europe and England, the Baird Television Company eventually succumbed to better financed competitors and an all-electronic television system.

Baird's last hurrah in television was the demonstration of a color picture projection system. His final challenge for researchers who would seek to improve picture quality was the increase in number of lines of resolutions for television screens. Baird had achieved 600 scanned lines. He encouraged those in the industry to try for 1000 lines that would result in a very clear picture for viewers. The United States standard for resolution has been 525 lines; the British standard has been 625 lines. Now high definition television will be developed at 1080 lines of resolution. Baird was at the beginning of the march to create a successful television system, and he remained a primary mover whose efforts spurred on others in the broadcasting industry. John Logie Baird died in 1946, the year America was introduced to a few hours of daily commercial television entertainment.

Braun, Karl F. *inventor*

It was Karl Braun who first developed the cathode ray tube. A German inventor, Braun, was the co-recipient of the Nobel Prize in Physics. Guglielmo Marconi was the other recipient.

Farnsworth, Philo T. *inventor*

Philo Farnsworth developed an interest in almost anything scientific during his years in high school. In 1926, at age 20, he was fortunate enough to interest two businessmen in his concept of an image dissector tube, the primary component in an electronic television. After a successful demonstration for investors in 1929, he created a small business, Television, Inc., for the purpose of research and development of an all-electronic television system. Vladimir Zworykin, then working for Westinghouse, visited the laboratories and Farnsworth to learn about his equipment and related experiments. Zworykin took his new knowledge back to the Westinghouse laboratories. The visit resulted in ten years of litigation over the patent rights for Farnsworth's television components. Farnsworth was ultimately successful in court. Unable to continue to develop transmission capability and to manufacture television sets without the all-electronic television system developed by Farnsworth, Radio Corporation of America had no choice but to purchase his patent rights for \$1,000,000.

Goldmark, Peter *inventor*

Peter Goldmark was an important inventor for the Columbia Broadcasting System. He had taken a strong interest in the possibility of televising in color even before production and transmission had begun in black and white. Goldmark urged William Paley to fund development of a color television system before his relentless competitors, RCA and David Sarnoff, were able to invent one. Goldmark was both chief inventor and head cheerleader for the project. In 1940, the initial concept came to him: serialize three scanners, with red, blue and green filters. The television receiver would re-mix the colors to provide the screen with an excellent reproduction of the shades of the scanned picture. The Federal Communication Commission heard arguments from CBS engineers who sought approval for their color system, and arguments from RCA against the CBS system. Approval for CBS would mean the millions of black and white sets would become obsolete: they would not show a picture on the screen if transmission were in color. RCA argued that the CBS system would be partially mechanical and that they would have an all-electronic system available in several years that would provide color pictures to be seen on black and white sets. The FCC approved the CBS system that Goldmark had promoted through more than a year of research and development. Later, the proposed RCA system would be approved in place of the CBS version because of its clarity and richness of color. William Paley, it has been reported, lost confidence in Peter Goldmark following the reversal, believing that Goldmark's system had been flawed from the beginning.

Goldsmith, Thomas *researcher*

Thomas Goldsmith received a doctorate in physics from Cornell University in 1936, that same year joining Dumont Laboratories as director of research. He had been involved with research on cathode ray tubes at Cornell, and continued his work for Alan Dumont on both color and black-and-white transmission and reception. In 1966, Goldsmith left the company to accept a position as professor of physics at Furman University.

Jenkins, F. Charles *inventor*

Charles Jenkins had been an inventor of many important devices prior to turning his attention to the development of a rudimentary television system, "radiovision" as he called it. He established the Jenkins Laboratories in 1921 for the purpose of researching and developing a much-improved Nipkow scanner. Four years later, Jenkins gave a public showing of what he claimed was the first demonstration in America of radiovision. He was mindful that John Logie Baird, his Scottish counterpart, had been offering public demonstrations of his invention, the televisor. In 1927, the Federal Radio Commission granted Jenkins Laboratories a license to transmit signals over W3XK, an experimental television station. When the first broadcast of musicians and dramatic performers was transmitted, those who owned Radiovisors were able to receive and display the pictures. The competition in television development became very strong during the 1920s, when Jenkins had not provided the public with a clear picture and sufficient broadcasts to justify the purchases of Radiovisors. Shortly after the start of the Depression, Jenkins's company was forced to cease operations and to liquidate its assets.

Karolus, August *physicist*

August Karolus, a German physicist, was attempting to become one of the important developers of a television system, as he directed his efforts primarily toward a projection system. Karolus developed a powerful arc light that could be used in conjunction with the Nipkow disk to project images onto a screen. In 1930, Karolus joined Ernst Alexanderson in Schenectady, New York, to conduct some transmission experiments. Engineers at the Telefunken Company in Germany were able to see relatively clear images of Karolus. The successful transmissions over such a long distance did not, however, produce the corporate funding for more research that August Karolus had been seeking.

Nipkow, Paul *inventor*

Paul Nipkow, in 1884, designed and constructed a scanning device that would become an important component of early television systems. He obtained a patent for the device in Germany. Karolus, Jenkins,

Alexanderson, or Baird for another 40 years did not use the Nipkow disk for another 40 years. When the all-electronic television system was designed and demonstrated in the 1930s, the crude mechanical Nipkow disk was left behind.

Rosing, Boris *lecturer, inventor, scientist*

When Boris Rosing was lecturing, he was most likely discussing his invention for transmitting and receiving moving images using a mechanical scanner and a cathode-ray tube. In 1911, Rosing was able to integrate a CRT as a receiving device into a mechanical television system. This system, however, became obsolete as the qualities improved in all-electronic systems. Vladimir Zworykin had listened well during his classes with Boris Rosing, and, now working for Westinghouse, provided an improved system with his invention, the iconoscope.

Swinton, A.A. Campbell *electrical engineer*

It was 1908 when Campbell Swinton proposed an electronic system of television rather than a mechanical system. Swinton thought, but did not demonstrate, that a cathode ray tube would become the only means for reflecting clear images from a source to a receiver. It would be accomplished by electronic means: Two cathode ray beams and electromagnets interacting. Although Swinton was not the individual who finally discovered the overall system that successfully integrated the CRT for clear television transmission and reception, he was the inventor who set the direction for that research. The CRT was the most important component in the final design by Philo Farnsworth for an all-electronic television system.

Zworykin, Vladimir *inventor*

Vladimir Zworykin was fortunate to have been a student of Boris Rosing's at the St. Petersburg Institute of Technology. Following Rosing's death, Zworykin continued to pursue the concept of an all-electronic television system that utilized Rosing's version of a cathode ray tube. In the early 1920s, Zworykin arrived in America and was offered a position with

Westinghouse. By 1923, he had designed and constructed such a system, and was able to obtain patent rights that would be held by his employer. The iconoscope was the name of his tube that would receive and transmit reflected images. Another important contribution was his development of a kinescope, a tube that would make possible the reception and reflection on a television screen as well as the recording of live television programming. Vladimir Zworykin died in 1982.

Television Owners/Executives

Sarnoff, David *executive, RCA*

Had the Titanic not struck an iceberg in the North Atlantic in 1912, one might wonder which path David Sarnoff's career would have taken. At age 21, he was an operator for a powerful radio station owned by the Marconi Wireless Telegraph Company in New York City when he overheard calls of distress from the sinking ship. There is some disagreement over how important a part he played during the few days after the tragedy. But he was able to gain notoriety for himself as a radioman who tirelessly passed along information as he heard it over the Marconi radio receiver. Sarnoff rose quickly within the ranks of Marconi, then, in 1921 he moved to a new competitor, Radio Corporation of America. As an executive for RCA, he formed the National Broadcasting Company in 1926 that was owned and operated by Westinghouse. Sarnoff's first public demonstration of television came in 1939 at the New York World's Fair where President Franklin D. Roosevelt was scheduled to make a guest appearance on RCA's New York experimental station. Later on, as president of RCA, he was at the helm in a highly competitive battle with Paley and CBS over which company would succeed in establishing the standards for televising in color. David Sarnoff became chairman of the board of directors for RCA in 1947, and held the position until his retirement in 1970.

Dumont, Allen B. *inventor, owner*

Alan Dumont was a child when his family moved to Montclair, New Jersey. At age 10, he was afflicted with polio that limited his ability to walk. He received a degree in engineering from Rennsselaer Polytechnic Institute, then, joined the Westinghouse Corporation where his assignment was to oversee and improve the production of radio tubes used for transmission and reception. Dumont was asked to repair a cathode ray tube for Westinghouse; he developed an improved CRT that could be utilized as an electron gun. He then went to work for the DeForest Radio Company located in Passaic, New Jersey. In 1931, when de Forest was reluctant to pursue mechanical television systems, Dumont established his own laboratory in the garage of his home in Cedar Grove, New Jersey. That same year, he created Dumont Television that would pursue improvements of cathode ray tubes. Dumont set up transmission facilities in Passaic where it could send out experimental signals to test the television sets which were to be manufactured there. Dumont manufactured color cathode ray tubes during the 1930s, even before black-and-white television transmissions had begun. For the demonstration of television from the 1939 Worlds Fair, some of the sets that were receiving the signals and displaying the pictures had been built in Passaic by Dumont. In 1941, Dumont's application for an equalizing pulse method of transmission for radio signals was approved by the FCC as its standard for the industry. From the experimental station that had been established in Passaic, later in New York City, Dumont Television began operating several licensed stations, bound together by coaxial cable. Channel 5 in New York became a popular station in New Jersey, carrying many early game shows and situation comedies as well as sports programming. Dumont commercial programming was aired in 1946 over Channel 5, beginning with an afternoon Western movie. Broadcasting by Dumont continued until 1954 when the network was disbanded, ending competition with CBS, NBC, and ABC. In the early 1950s, more than 200 stations were carrying Dumont programming which originated in New York. Dumont television sets could still be found in stores during the 1980s. Alan B. Dumont died in 1965.

Paley, William S. *owner, CBS*

As radio was increasing in popularity, the owner of the Columbia Broadcasting System was encouraging the development of television. CBS

was not connected to the manufacturing of television sets, and so, the standards were more likely to be established by RCA, Westinghouse and Dumont that were building sets. For color television research, Paley accepted the advice of Peter Goldmark, his principal inventor, to pursue a mechanical system. Ultimately, he and CBS lost out to the all-electronic system advanced by RCA. As he approached retirement, Paley continued his support of quality news programming in the Murrow tradition of CBS radio as well as a line-up of stars for prime time shows. He retired as chairman of the board of CBS, Inc. in 1983, at 81 years old, expecting to continue to work in a new direction. But after much turmoil, poor business ventures, a reduction in the quality of news and entertainment programming for CBS, in 1986 Paley and his new associate Lawrence Tisch assumed control of the majority of CBS, Inc. stock. The board of directors, recognizing its responsibility to the stockholders and employees, appointed William Paley acting chairman of the board, and Lawrence Tisch acting chief executive officer. William Paley died in 1990 at the age of 89.

Notable Television Producers

Enright, Dan game show producer

Dan Enright was the producer of *21*, a television quiz show that ran for two seasons, 1956-1958. When the possibility of the sponsors and producers manipulating the outcome of the quiz game shows was raised, Charles Van Doren, a big winner on the show gave testimony at a congressional hearing that he, in fact, had been guided to, then given, the answers to questions. Governmental pressure and embarrassment forced all the quiz shows at that time to leave the air. Enright argued that television was entertainment, and that viewers knew the television show was only for entertainment. He asserted that the manipulation of quiz shows should not matter.

Friendly, Fred W. *producer, president CBS News, professor*

He was born Fred Friendly Wachenheimer in 1915, and in 1938 legally changed his name to Fred W. Friendly. He began his work in radio at WEAN in Providence, Rhode Island, spending four years with the station. During World War II, Friendly served in the Army as a journalist for The

CBI Roundup. Following the war, he joined NBC where he produced a new quiz show, *Who said that?* In 1950, he joined CBS and became producer for Edward R. Murrow and his popular radio program, *Hear It Now*. He continued with Murrow as he moved from radio to television with his first program sponsored by Alcoa Aluminum: *See It Now*. Friendly was producer of the most famous edition of *See It Now*, the investigation by Murrow of Joseph McCarthy and his attack on an Air Force lieutenant, Milo Radulovich who was dismissed from the service because family members may have been associated with the Communist Party. Fred Friendly served as president of CBS News from 1964 until 1966. He resigned his position when CBS refused to air a live broadcast of a Senate committee hearing on the war in Vietnam, showing instead a re-run of *I Love Lucy*. Following his tenure at CBS, Friendly accepted a professorship at Columbia University. He remained active in media affairs until his death in 1998.

Hewitt, Don television producer

Don Hewitt moved prominently into broadcasting as Edward R. Murrow began his own segue into television. He was promoted to executive producer of CBS Evening News, but was terminated in 1964, and reassigned to a lesser position. By 1967 Hewitt had sold CBS executives on the introduction of an investigative news program, *60 Minutes*, that he would produce with journalists Mike Wallace, Morley Safer and Ed Bradley.

Roundtree, Martha producer, moderator

Martha Roundtree served as the host of the first panel show on radio, *Leave it to the Girls*, for NBC. She moved on to co-produce with Lawrence Spivak what has become the longest-running television show, *Meet the Press*. Martha Roundtree served as the first moderator of *Meet the Press*, the only woman to have served in that role since its inception in 1947. She served, also, as moderator of the television show *Press Conference* that was broadcast on NBC, then ABC, for one year.

Spivak, Lawrence E. *producer, moderator*

Lawrence Spivak was the co-producer of *Meet the Press* that was first broadcast on radio in 1945, then moved to television. It includes a moderator and a panel of journalists who are able to question political leaders about their views on contemporary or immediate issues. In 1953, Spivak became the producer of the show until his retirement.

Distinguished Broadcast Journalists

Brinkley, David

David Brinkley was the Washington, D.C. partner of *The Huntley-Brinkley Report* that was broadcast on NBC from 1956 until 1970 when Chet Huntley retired. Brinkley continued on as a co-host for several years. Later, he was commentator for his own program, *David Brinkley's Journal* from 1961 until 1963. He would appear regularly as a commentator for NBC for the coverage of the Democratic and Republican National Conventions. For the 1980 season, he hosted a news magazine show, *NBC Magazine with David Brinkley*. The next year, Brinkley moved to ABC where he hosted *This Week with David Brinkley* until his retirement in the 1990s.

Chancellor, John *broadcast journalist*

John Chancellor became a respected broadcast news journalist on NBC when he joined David Brinkley and Frank McGee in 1970 as a co-anchorperson for *NBC Nightly News*. Chancellor was the sole anchor from 1970 until 1976 when David Brinkley rejoined him for the next three years. Finally, John Chancellor regained the anchor position from 1979 until 1982 when he retired. Chancellor may well be remembered for an incident at a Democratic National Convention: he was removed by police from the floor of the convention and arrested for not having the appropriate credentials. He had been conducting remote interviews with delegates at the time.

Cronkite, Walter *newscaster, narrator, host, anchorman*

Walter Cronkite replaced Douglas Edwards as news anchor for the *CBS Nightly News* program in 1962, holding that position for 19 years. He signed off for all those years with distinction: "And that's the way it is!" For the 1951-52 season, he was host for *The Facts We Face*, an analysis of the impact of the Korean War. Cronkite was host of a political analysis show called *Pick the Winner* that aired during the 1952 and 1956 Presidential campaigns. He was moderator of an interview show from 1952-54 called *Man of the Week*. For four years, Cronkite was the narrator/reporter for a documentary drama (1953-57), a program that offered reenactments of major world events. He hosted a quiz show, *It's News To Me* for its 1954-55 season. He was the narrator for *Air Power* for two years, 1956-58, and for a long-running series, *The 20th Century*, from 1957 until 1969, a program that sought to analyze various periods or events in American history. For one year, Cronkite served as anchorman (1961) for *Eyewitness to History*, a news analysis show. For the 1980 Presidential campaign, he hosted a show that examined the candidates and their campaigns called *Campaign Roundup*. Walter Cronkite enjoys his retirement as an avid yachtsman.

Edwards, Douglas *newscaster*

He had been a television reporter for CBS news programs beginning in the mid-1940s. When CBS elected to produce a regular, nightly news program, a local news show he had been hosting was converted to the network's principal news offering. He served in the role of anchorman until 1962 when Walter Cronkite succeeded him. Edwards was the host of a quiz/game show in 1948 called *The Eyes Have It*; host of *Masquerade Party* for the 1953-54 season; and the host of the *Armstrong Circle Theater* from 1957 until 1961.

Huntley, Chet *broadcast journalist*

Chet Huntley became one of the most respected broadcast journalists of his time. He joined David Brinkley in 1956 to co-host *The Huntley-Brinkley Report*, the new name of the evening news program for NBC. The program

ran for almost 14 years until Huntley elected to retire from television in 1970. During this period, he was host of his own news issues program, *Chet Huntley Reporting* from 1957 until 1963. He also served as narrator for a documentary program *Actuality Specials* from 1962 until 1968. Huntley died in 1974 in his home state of Montana.

Murrow, Edward R. broadcast journalist, host

Edward R. Murrow was the only host of *See It Now* on CBS which was broadcast from 1952 until 1955. He was also the host of *Person to Person* from 1953 until 1959. His largest audience was achieved with a live tour of the White House with President Kennedy and Jacqueline Kennedy. Murrow conducted interviews with world figures on a show that ran for two seasons (1958-60) called *Small World*. Edward R. Murrow's trademarks were his distinctly low voice, his selection of words, and his cigarette as prop. He died in 1965.

Swayze, John Cameron newscaster, game show panelist, host

In the early days of television, direct sponsorship, and not shared sponsorship was the rule, and so, Camel cigarettes became the host of the earliest structured evening news show. John Cameron Swayze's first important appearance came in 1949 as host of the *Camel News Caravan* on NBC, the prototype for all evening news shows thereafter. His nightly sign-off became a factor in his growth as a popular television personality: "Glad we could get together. This is John Cameron Swayze." Chet Huntley and David Brinkley replaced him in 1956 as the anchormen for NBC's nightly news program. At the time, Swayze was reading news reports, he served also as a host for a documentary program called *Watch the World*, and he was a panelist on the quiz show, *Who Said That?* From 1955 to 1957, Swayze was host of the *Armstrong Circle Theater*. And he appeared as a regular guest on *The Steve Allen Show* for the 1957 season. In later years, John Cameron Swayze would be the principal advertising spokesperson for Timex watches, notable for his sales pitch, "It takes a lickin', but keeps on tickin'."

The Talent

Allen, Steve *entertainer, television show host*

Steve Allen is a bright multi-faceted entertainer who has used his many talents to gain positions as emcee or guest on numerous television shows. He appeared first as the host of *The Steve Allen Show* that aired on CBS in 1950, and ran for two seasons. In 1954, Allen became the first host of *Tonight*, an informal late-night program of skits, music and celebrities. When *Tonight* first aired, it was a local program on WNBT-TV in New York. Sensing the possibility for broad national appeal, the show became a network offering for NBC. During his last year as host (1957), Allen also appeared regularly as a panelist on *What's My Line?* From 1956-61, he was the host of the *Steve Allen Show* that was broadcast Sundays on NBC. It was on this show that Allen developed the very popular skit, "Man in the Street Interviews." Allen served for one year as moderator of the game show, *I've Got A Secret*, and, in 1977, he was host of the popular informational series for PBS, *Meeting of the Minds*. He died in 2000.

Ball, Lucille *television comedienne*

I Love Lucy was first broadcast in 1951 on CBS with Lucille Ball as Lucy Ricardo, and her real life husband **Desi Arnaz** as Ricky Ricardo. The re-runs of the original show have been broadcast almost continuously on various stations since the original programming ended in 1957. There were three other programs which starred Lucille Ball: *The Lucy-Desi Comedy Hour*, *The Lucy Show*, and for one summer season, *Lucy in Connecticut*. In 1952, Lucille Ball received her first Emmy Award in the category of Best Comedienne.

Berle, Milton *television entertainer*

In 1948, Milton Berle made his first television appearance as the first host in rotation of the *Texaco Star Theater*, a comedy/variety show airing on NBC. In 1949, the program earned the highest ratings for any show in either radio or television. The time slot was 8:00 pm on Tuesday evenings. Berle's appearance in the first segment of the show, in costume and sometimes in drag, became the basis for gathering around the watercooler at

work on Wednesday. Almost immediately, he was the Jerry Seinfeld of the 1990s. He was named Mr. Television, perhaps not so much that he was the first star as for his ability to generate such enthusiasm for his shows that people were compelled to purchase television sets. The number of homes with sets grew rapidly in the late 1940s because families did not want to miss Milton Berle on Tuesday evenings. His last telecast was in 1967. During the 19-year run for Milton Berle, the names of his show had changed as sponsorship had changed. And this original format of slapstick, one-line comedy routines was necessarily dropped due to decreased ratings. Berle became a favorite guest on many other television shows, sometimes performing in dramatic roles as well.

Garroway, Dave *page, television show host*

Dave Garroway graduated from Washington University (St. Louis). Arriving in New York City, he was fortunate enough to be offered the position of NBC page at Rockefeller Center. After completing the NBC announcer's training school course, he was offered a position in 1939 with WMAQ, a Chicago radio station where he would serve as announcer for special events. During the war, Garroway served in the U.S. Navy and as a disc jockey for a radio station in Hawaii. When he returned to Chicago and WMAQ, he hosted *The 11:60 Club*, a new television show modeled after his radio show in Honolulu. Eventually the show was re-named *Garroway at Large* and was broadcast as a network show in New York and Chicago. In January, 1952, Dave Garroway became the first host of the new morning talk, features and news show on NBC: *Today*. At the conclusion of each broadcast, Dave Garroway would raise his hand, palm to the camera and sign off with "Peace!"

King, Larry *talk show host*

Larry King's talk show format was introduced to television in 1985 on Cable News Network as *Larry King Live*. It was to become the first international, call-in talk show. More than 150 million viewers worldwide watch Larry King each evening. He now hosts *Larry King Weekend* on Saturday evenings, a taped version of his regular weekday format. Larry King is the author of seven best-selling books, including one on his version of staying healthy.

Parks, Bert *television show host*

Most viewers remember Bert Parks as the long-time host of the Miss America Contest. In fact, he may have hosted more game shows during the 1940s and 1950s than any other emcee. The two most successful game/quiz programs first aired on radio with Parks as host. *Break the Bank* originated on radio in 1945, and during the 1948-49 season was simulcast over the radio and on television. The show was Parks' longest running as an emcee, on the air for 8 years. *Stop the Music* also began as a radio show in 1948, and was moved to the television screen in 1949. It was broadcast for seven years. Parks, then, was the television host concurrently of two of the most popular games shows on television during the 1950s. He was also the host of nine other televised game shows. On the air for only one season each, he emceed *Balance Your Budget*, *Giant Step*, and *Yours For A Song*. He hosted four summer pilot programs: *Party Line*, *Double or Nothing*, *Two in Love*, and *Bid 'N' Buy*. He also appeared in the mid-season replacement for *Break the Bank*, a quiz show involving song lyrics, *Hold That Note*. It ran for six months. Bert Parks was the final host of *Masquerade Party*, from 1958-60.

Smith, Bob *television show host*

Bob Smith was known as Buffalo Bob when he hosted one of the earliest shows on television: *The Howdy Doody Show*. The puppet show began on radio on a New York station, and was called *Triple B Ranch*. Smith urged NBC to allow him to develop a similar show for television. He converted Elmer Doody, a character on the radio, to Howdy Doody for the television series that first aired in 1947, and of course, re-named the show for the leading puppet. The show was broadcast for 15 minutes each weekday afternoon until 1954, when Smith suffered a heart attack and, the show was forced to take a short leave of absence. When Smith was prepared to continue, *The Howdy Doody Show* was moved to Saturday mornings where it ran until 1960. For the 1948-49 season, Bob Smith was host of a variety/talent show as well: *The Gulf Road Show Starring Bob Smith*.

Sullivan, Ed *variety show host, columnist*

Ed Sullivan hosted the longest-running variety show in television history. Sullivan was a Broadway gossip columnist who moved over to host *Toast of the Town* that originated on CBS in 1948; later, the name is changed to *The Ed Sullivan Show*. The show went off the air in 1971; Ed Sullivan died in 1974.

Tillstrom, Burr *puppeteer*

In 1936, Burr Tillstrom began to assemble a diverse group of puppets, and named them the Kuklapolitan Players. He was a master puppeteer who preferred to allow scenes to develop naturally as his performers spoke of life experiences and difficulties. In 1939, the Players made their way to television, broadcast on an experimental station in Chicago. Their performances were seen only in Chicago during the 1947 season, with a name change to *Kukla, Fran and Ollie* when Fran Allison became the only live performer in the troupe. By 1949, the show had become a successful addition to NBC network programming. *Kukla, Fran and Ollie* aired until 1957.

**Why should people go out and pay to see bad films
when they can stay at home and see bad television
for nothing?**

Samuel Goldwyn

The Television Industry

Notable events

- 1939 World's Fair public exhibition of television
- 1948 First television networks begin transmissions
- 1956 First use of videotape
- 1965 First season network programming is dominated by color

Corporate television

Dumont Television Network

Network affiliates

Independent stations

Sweeps months and Neilson Ratings

Public television

Public Broadcasting Service (1969 -)

- a private, nonprofit corporation
- all public television stations are its members
- provides quality television programming to noncommercial stations
- PBS oversees acquisition, distribution and promotion of television programming, promotes new programming ventures, and provides fundraising support
- approximately one-half of the PBS budget (\$278 million) comes from member stations

Federal Communication Commission

Community Antennae Television (CATV)

**Some television programs are so much
chewing gum for the eyes.**

John Mason Brown

Early programming 1948-1949 7:30 pm until 10:00 pm

Sunday

Studio One	CBS Drama
The Ed Sullivan Show	CBS Variety
Meet the Press	NBC News program
Philco Television Playhouse	NBC Drama

Monday

Ben Grauer's America	NBC News program
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Tuesday

The Milton Berle Show	NBC Variety show
Mary Margaret McBride	NBC Talk show

Wednesday

Pabst Blue Ribbon Bouts	CBS Sports - Boxing
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Thursday

Films	CBS Movie
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Friday

Break the Bank	ABC Quiz show
Gillette Cavalcade of Sports	NBC Sports - Boxing

Saturday

Saturday	TV Screen Magazine	NBC Magazine show
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Also, wrestling, news programs, quiz shows and local programming.

History of the Networks

RCA-NBC

- 1919 General Electric establishes the Radio Corporation of America. Later, AT&T, United Fruit Company and Westinghouse become partners in RCA.
- 1926 General Electric, Westinghouse and RCA create two national radio networks: NBC Red and Blue.
- 1930 AT & T disengages itself from NBC.
- 1932 RCA abandons NBC to resolve an antitrust suit.
- 1943 The FCC orders NBC to divest itself of one of the two radio networks. Edward Noble purchases NBC Blue and renames it American Broadcasting System.
- 1986 General Electric, the original owner of RCA, reacquires that company; the deal includes ownership of NBC.

CBS

- 1928 Columbia Phonograph Broadcasting System is purchased by William S. Paley. Later, he renames the radio network CBS.
- 1929 Paramount purchases 49% of CBS, then sells its interest back to William Paley in 1932.
- 1995 Westinghouse assumes ownership of CBS.

ABC

- 1943 Edward Noble purchases NBC Blue and renames it ABC.
- 1953 ABC merges with United Paramount Theaters.
- 1986 ABC is purchased by Capital Cities.
- 1995 Capital Cities/ABC is purchased by the Walt Disney Company.

FOX

- 1990 Rupert Murdoch and News Corporation creates the Fox Network from the former Metromedia television stations.

UPN

1994 Universal and Paramount Pictures form a new network, UPN.

WB

1994 Warner Brothers Pictures establishes a new network named WB.

Notable television programming

Cable News Network 1980-

Texaco Star Theatre 1948-1953

Toast of the Town 1948-1971

Twenty-One 1956-1958

The Tonight Show 1957-

CBS Evening News 1948-

TV Programs with Largest Audiences

Rank	Program	Date	Network	Average Audience (1000s)	
1	M*A*S*H	2/28/83	CBS	60.2	50,150
2	Dallas	11/21/80	CBS	53.3	41,470
3	Roots VIII	1/30/97	ABC	51.1	36,380
8	Gone/Wind I	11/7/76	NBC	47.7	33,960
9	Gone/Wind II	11/8/76	NBC	47.4	33,750
12	Bob Hope	1/15/70	NBC	46.6	27,260
18	Roots VI	1/28/77	ABC	45.9	32,680
19	The Fugitive	8/29/67	ABC	45.9	25,700
21	Roots V	1/27/77	ABC	45.7	32,540
22	Cheers	5/20/93	NBC	45.5	42,360
24	Ed Sullivan	2/9/64	CBS	45.3	23,240

An example of
CROSS-OWNERSHIP

NEWS CORPORATION

THE UNITED STATES

Television

Fox Television Studios

Fox Sports Net

Outdoor Life

FIT TV

Fox Sports World

FX

The Golf Channel

FOX Family Channel

FOX Kids Network

MTM Entertainment

Fox News Channel

Fox Television Stations:

WNYW New York

WFLD Chicago

WGHP Greensboro, NC

WJBK Detroit

WJW Cleveland

WITI Milwaukee

WDAF Kansas City, MO

WAGA Atlanta

WFXT Boston

WTFX Philadelphia

WTVT Tampa

WHBQ Memphis

WBRC Birmingham

WTTG Washington, D.C.

KTTV Los Angeles

KSTU Salt Lake City

KTVI St. Louis

KXAZ

Phoenix

KDVR

Denver

KDFW

Dallas/Fort Worth

Film

Twentieth Century Fox

Fox Music

Twentieth Century Fox Television

Newspapers

New York Post

Magazines and Book Publishing

HarperCollins

TV Guide

The Weekly Standard

TV Guide Entertainment

News Internet Services

News Corporation Music

In Great Britain

Television

British Sky Broadcasting

Sky Multi-Channels

Grenada Sky Broadcasting

Fox Kids

Premium Channels

Newspapers

The Sun

The Times

The Sunday Times

News of the World

PARAMOUNT STUDIOS

United Artists

Warner Brothers

Photography

And

Moving

Pictures

Louis Daguerre

RKO KEITHS

EADWEARD MUYBRIDGE

Sony Pictures

Twentieth-Century FOX

Edison Company

Edison Company

Diane Arbus

Universal Studios

Metro-Goldwyn-Mayer

Photography/photojournalism

Early Inventors/Photographers

Daguerre, Louis *inventor, photographer*

Louis Daguerre in 1837 discovered the appropriate combination of chemicals that could be used to fix an image on a wet plate that had been exposed by his rudimentary camera. He was working and living in Paris, and so, his early photographic efforts focused on architecture that had no problem squinting for hours under a bright sun, the intense light necessary for early exposures. Daguerre's best chemical combination included silver nitrate and iodine vapors. The first practical application for capturing realistic portrayals of subjects on daguerreotypes was for artists to record works of art as well as the work of nature. Daguerre eventually moved from painter to photographer, earning a substantial living from his photographic portraits made on commission, and from the pension he received for the rights to his invention of the daguerreotype camera.

Niepce, Joseph *chemist, inventor*

Historians credit Joseph Niepce with the creation circa 1837 of the first successful attempt to fix an image on a wet plate. Niepce stood a pewter plate containing a wash of bitumen in front of a window in his laboratory for about 8 hours. By evening, and after a treatment with iodine, a picture of some outbuildings could be seen clearly on the plate. As Niepce exposed more plates to light behind his camera lens, the quality of the photographs improved. He became an associate of Daguerre in 1829 and, together, they sought to discover the best possible combination of metals and chemicals to fix shadows. Joseph Niepce died in 1833.

Talbot, William Henry Fox *inventor, photographer*

W. H. Fox Talbot pursued the use of a dry photographic process using a camera and lens that would create negatives rather than positive prints. An

engraving process was necessary to complete the development and printing of a picture. The clarity of his prints in 1835 could not compete with the clarity of a daguerreotype, sending Fox back into his laboratory to devise more successful chemical treatments. The result was the calotype process for which he received a patent in 1841.

Noted Photographers

Adams, Ansel *photographer*

Ansel Adams visited the mountains and forests of California as a boy, and spent the rest of his life recording their beauty and defending their existence. Ansel and Virginia Adams lived in the Yosemite Valley for 20 years, the subject of most of his photographs. He was a long-time member of the Sierra Club, an author of numerous books on photography, and the recipient of numerous awards for his environmental activities, including the Presidential Medal of Freedom. His photographs are easily recognized for their clarity and the contrasting beauty of white and black in the hundreds of pictures, especially in winter, of Yosemite National Park. Ansel Adams died in 1984.

Arbus, Diane *photographer*

During her career, Diane Arbus was able to record many fascinating denizens of New York City and its suburbs. Most of her photographs present very sterile, depressing pictures of the socially maladjusted. She focused her camera on freaks, on transvestites, and on families who seemed to be devoid of any enthusiasm for life. As a body of work, Arbus managed to present a somewhat depressing portrait of hundreds who were unable to self-actualize. Diane Arbus suffered from the same depression that her photographs seemed to portray in others. In 1971, she took her own life.

Bourke-White, Margaret *photographer*

Margaret Bourke-White gained fame as a photographer who furnished *Fortune*, *Time*, and *Life* magazines with striking, sometimes daring, cover pictures. As the first woman approved as a war photojournalist, she was deeply involved in recording aspects of World War II including the liberation of German concentration camps. And she captured dramatic images of the rural South during the Depression era as well as difficult conditions for miners in South Africa. Bourke-White's two most notable photographs may be a picture of Mahatma Gandhi next to sitting next to his spinning wheel and a memorable portrait of some survivors of the German camps wearing their bold-striped uniforms behind a barbed wire fence. Margaret Bourke-White died in 1971.

Cartier-Bresson, Henri *photographer*

His photographic work in book form may well dominate coffee tables throughout America and Europe. Henri Cartier-Bresson developed a trained eye for human events that reflected universal insights and, often, a unique sense of humor. In 1932, he enjoyed contracts with Harper's *Bazaar* and *Vu* magazines that offered support as he began his career recording the human experience. He has traveled and photographed cityscapes and people worldwide. Cartier-Bresson has created unique photographic portraits of individuals. In 1945, Cartier-Bresson took up a motion picture camera to tell the story of French prisoners returning to their homes. Perhaps his best-known photograph came during the filming of "*Le Retour*." With his still camera raised, he captured the identification by one prisoner of another who had assisted the German camp guards.

Eisenstaedt, Alfred *photographer*

Alfred Eisenstaedt was another prominent photographer for *Life* magazine whose pictures decorated the covers and filled the inside pages for 60 years. He was born in West Prussia, the family moving later to Germany. His career in photojournalism began at age 14 with the gift of a Kodak camera from his uncle. He worked for the Associated Press with assignments throughout Europe prior to, during and after World War II. There have been many exhibitions of his work, the numerous *Life* covers and his many

portraits. Eisenstaedt's most memorable photograph is "The Kiss," a sailor embracing a nurse in Times Square on V-J Day. Eisenstaedt died in 1995 at age 96.

Jackson, William Henry *photographer*

In 1870, William Henry Jackson joined the Hayden Geological and Geographic Society survey expedition into the Territories. Jackson was able to make a photographic record of the beauty of our Western natural resources. In particular, he made numerous exposures in the Colorado Rocky Mountains as well as the Yellowstone region. It was Jackson's photographs offered to the U. S. Congress that led to the establishment of Yellowstone as a National Park in 1872. William Henry Jackson died in 1942.

Karsh, Yousuf *photographer*

Yousuf Karsh was born in Armenia, and immigrated to Canada in 1924. He served as an apprentice for a prominent Canadian portrait photographer, then moved into his own studio and career. In 1941, his portrait of Winston Churchill drew worldwide notice, and offered Karsh an opportunity to photograph many other important statesmen, royalty, and American celebrities. His work can be found in the collections of museums and galleries worldwide. It is not a single portrait by Karsh that impresses so much as the overwhelming body of work that establishes his reputation as a highly competent and distinguished master of photography.

Mapplethorpe, Robert *photographer*

Robert Mapplethorpe's reputation as a photographic artist has developed as much from the controversy over his work as from the artistic excellence and diversity to be found in his images. Mapplethorpe graduated from Pratt Institute in Brooklyn, New York. He moved from fine art to photographic art when he sought to gain more control over the materials used for his collages. He focused on flowers, on Patti Smith, on bodybuilders, on death masks, and on himself. His self-portraits were as striking and dramatic as any of his other work. Perhaps the strongest challenge of his photographs

was for men to confront their own sexuality when viewing his male nudes and other sadomachistic images. Robert Mapplethorpe died in 1989 at age 42.

Muybridge, Eadweard *photographer*

Eadweard Muybridge rose to prominence as a photographer through his efforts to record Western landscapes. In 1872, Leland Stanford invited Muybridge to attempt to establish through photography that a galloping horse did, or did not, lift all hooves from the ground. Muybridge's photographic study of the horse led to a flipbook, to the recognition of the importance of persistence of vision, and finally, some historians indicate, to the moving picture. Muybridge was involved in the production of thousands of single frames of people in motion. The invention of appropriate equipment to record people in motion on a single film, then, project it onto a large screen was the business of others. Eadweard Muybridge died in 1906.

Smith, W. Eugene *photographer*

At age 19, with obvious technical and artistic skills in photography, W. Eugene Smith became a photojournalist for *Life* magazine. He was sent to the battlefields of the South Pacific islands to cover the conflict during World War II, but suffered severe wounds during a mission. Many of his photographic essays were published in *Life* from 1946 until 1962, when he reassigned from the magazine. For four years, Smith covered the story of industrial pollution in Japan, focusing his camera on the people who were suffering the ill effects of toxic waste. Perhaps his most recognized photograph is that of his two children, holding hands, as they appear to enter enchanted woodland. The boldness of the two innocents was captured in 1946 with technical skill and an eye for the aesthetics of that moment in time. W. Eugene Smith died in 1978.

Steichen, Edward *painter, photographer*

Edward Steichen may have been perhaps the most influential artist on the aesthetics of photography for the 20th century. In 1894, he began his career

as a lithographer's apprentice, then, moved to photographing people around the city, and larger city landscapes. During World War I, he was director of aerial photography. He then became a photographer for advertisers and fashion designers. Eventually, Steichen removed himself from commercial assignments as he sought to explore the souls of his subjects. In 1947, he was appointed to the directorship of the Museum of Modern Art where he remained until 1962. His body of photographic work has earned him the respect of his peers and the adoration of those who share the same degree of aesthetic qualities. Edward Steichen died in 1973.

Stieglitz, Alfred *photographer*

He was born in Hoboken, New Jersey, then, educated in Germany. Following extensive travel and some photography throughout Europe, Stieglitz took up residence in New York City in 1890. Indeed, much of his work focused on the architecture, streets, railroads and construction in and around New York City. After his marriage to Georgia O'Keeffe, Stieglitz seemed more devoted to the promotion of her paintings, and of modern art in general through his authorship, and his gallery showings. His work represents photography without artificial light, in the outdoors, and the spontaneity of human subjects. He was searching for truth through his lens, avoiding artifice and sentimentality. Alfred Stieglitz died in 1946.

Weegee *photographer*

Weegee, the adopted name of Usher Fellig, became a notable figure and photographer in New York City. His family immigrated to the America in 1906. He was an apprentice to a commercial photographer, became a street photographer seeking commissions for portraits, and eventually was hired by *The New York Times* in 1921, as a darkroom assistant. Between 1935 and 1947, he was a free-lance photographer in New York City, focusing on police activity involving dramatic crimes. He sold his photographs to most daily New York newspapers. A book, titled Naked City, was published with some of Weegee's best photo essays; from the book came a film about Weegee as the first New York City freelance photographer to be allowed to have a police scanner in his car. Weegee died in 1968.

Contemporary Photojournalists

Adams, Eddie *photographer*

Eddie Adams captured the moment of execution for a suspected Viet Cong soldier by a national chief of police during the Vietnam War. The photograph captured in a very clear way the difference between an Asian culture where Americans were involved in a war, and the American sense of justice. Taken and distributed in 1968, it became for Americans who saw it one of the more shocking yet memorable photographs of the war.

Ut, Nick *photographer*

Nick Ut is best known for his photograph during the Vietnam War of a young girl, running naked down a road, and toward his camera. Her back, not seen in the picture, had been badly burned by napalm. The photograph in 1972 served the needs of anti-war protesters in America who were urging President Nixon to withdraw American troops at a faster pace. The young woman and her photographer were reunited during the late 1980s.

Moving Pictures

Early Moving Picture Inventors

Armat, Thomas *inventor*

Thomas Armat, in partnership with C. Francis Jenkins, developed a Phantoscope, or projection device to play moving pictures on a large screen. The partnership was dissolved in 1895. Later that year, Armat arranged a public demonstration of his own version of the Phantoscope, hoping to attract interest in the manufacturing rights from Thomas A. Edison. The Edison Company did purchase the rights from Armat's company, and re-named the machine the "Edison Vitascope," suggesting that it was Edison's own invention.

Dickson, William K.L. *inventor*

William Dickson was an important assistant for Thomas A. Edison, credited as the principal inventor of what would become "Edison's Kinetoscope." The Edison Company was awarded patents for the camera, or Kinetograph, and the Kinetoscope, or viewing apparatus, in 1892. The first Kinetoscope parlor was established in New York City. Dickson became disillusioned with Edison, establishing discreet relationships with other inventors of motion picture equipment. Eventually, Dickson left the Edison and became a partner in the American Mutoscope Company that filed an application for a patent for an early projection device. Dickson oversaw the construction of a rooftop for the Mutoscope movie studio with some similarity of design to his construction of the Black Maria.

Latham, Gray and Otway *inventors*

The Latham brothers invented a variation of the Kinetoscope that used a wider film. What was distinctive in their machine was the addition of what became known as the "Latham loop," a loop of film above a new feed sprocket which eliminated much of the tension and jerkiness characteristic of other projection devices. The loop became an important part of all other projection and peep shows systems.

Lumiere, Auguste *inventors*
and Lumiere, Louis

Auguste and Louis Lumiere, brothers, worked with their father in the business of manufacturing photographic equipment. They took an interest in the Kinetoscope, and with their photographic background were able to invent the Cinematographe which was a combination camera and printer, and could project the moving images onto a large screen. Their creation was given public display in April, 1885 in London, then sent on tour. On December 28, 1895 the Lumieres began regularly scheduled shows in a Parisian cafe.

Motion Picture Executives

Anderson, Gilbert M. *actor, executive*

Gilbert Anderson began his acting career in films with Edwin Porter and The Edison Company in 1902. After working with the Selig Polyscope Company, he joined **George Spoor** to form a new film production company: Essanay. Anderson developed the Western character, Broncho Billy (sic), a cowboy hero who appeared in 392 episodes. Bronco Billy became the first serialized role in motion pictures, and Anderson in 1907 became one of the first motion pictures stars.

Cohn, Harry and Jack Cohn *motion picture executives*

Harry and Jack Cohn, brothers, and Joe Brandt established the C. B. C. Film Sales Company. Harry Cohn was head of the filmmaking division in Hollywood; Jack Cohn and Brandt were in New York arranging for distribution of their product. In 1924, they renamed their business Columbia Pictures.

Disney, Walt *executive, animator, producer*

Walt Disney moved into film production as an artist working for an advertising company. In 1923, in partnership with his brother, Roy, Disney produced his first animated cartoons on film, "*Alice in Cartoonland*." In 1928, Mickey Mouse and friends were seen for the first time in two silent films. His third Mickey Mouse attempt included sounds, "*Steamboat Willy*", making it the first animated sound cartoon in film history. Disney also invented revolutionary techniques for filming animation. In 1934, he was able to release the first full-length animated cartoon feature film, "*Snow White and the Seven Dwarfs*."

Edison, Thomas Alva *businessman*

Thomas A. Edison was a canny businessman who manipulated with dexterity his human resources, his company's various projects, and the

requisite publicity to gain interest in his inventions. He passed the challenge of motion pictures to William Dickson who gave the Edison Company the Kinetoscope and Kinetograph in 1892. It was not until he learned of the Lumiere brothers' Cinematographe, the revolutionary projection system, that Edison began to understand that moving pictures would be accessible to many more paying customers when shown on the large screen. After acquiring his own United States patents for Edison Company projection equipment, he moved to establish a holding company in order to control all patents on motion picture components, and the making of movies. The Motion Picture Patents Company was formed in 1909, with the cooperation of the Edison Company and seven others (Pathe, Vitagraph, Selig, Lubin, Kalem, Essanay, and the director, Georges Melies) which held patent rights. In 1915, a suit was filed by the federal government which would require the dissolution of the MPPC as an illegal trust. Three years later, MPPC members were forced to disband. Thomas Edison then had lost control of what would become a multimillion-dollar industry. Edison died in 1931.

Goldwyn, Samuel *motion picture executive*

Samuel Goldwyn was born Samuel Goldfish in Poland in 1882. When his brother-in-law entered the film business, Goldfish went along as treasurer for the Jesse Lasky Feature Play Company; the company merged later with Zukor's Famous Players. Goldfish later joined Edgar Selwyn to form a new company, Goldwyn. Goldfish changed his name to Goldwyn in 1918. Goldwyn departed the company in 1922. A merger of three film companies occurred that year, Metro Pictures, Goldwyn, and Louis B. Mayer Productions, to form Metro-Goldwyn-Mayer (MGM). Samuel Goldwyn was never involved in MGM. He formed his own studio in 1923, Goldwyn Productions, which became a very successful studio enterprise.

Hays, Will *federal government agent*

Will Hays was a Republican Party political leader, and served as U. S. Postmaster General for several years. When the major motion pictures companies were pressured to eliminate indecent film images (nudity) and eliminate scandalous behavior in California, the owners mobilized, forming the Motion Picture Producers and Directors of America, Inc. in 1922. Hays

became the chief administrator for the organization that eventually developed codes of conduct for filmmakers and their stars. He served the organization, known later as the Hays Office, until 1945 when it was disbanded.

Laemmle, Carl *motion picture executive*

Carl Laemmle opened nickelodeons in Chicago, founded the Independent Motion Picture Company, pirated Florence Lawrence and Mary Pickford from Biograph, and mounted a lawsuit against the Motion Picture Patents Company that ultimately forced its members to disband from operating a trust. Laemmle's offered a fresh approach to film making: pay higher salaries to popular actors and actresses, and publicize their names in the credits and in the press. In 1912, his IMP merged with other studios to form a more viable film making operation: Universal Film Manufacturing Company. The business grew too large for its current site, forcing Universal to re-locate. In 1915, Laemmle was the master of ceremonies for the grand opening of Universal City that was located in the San Fernando Valley. Eventually, he was forced to sell Universal Studios to overcome mounting debt. Laemmle died in 1939 at age 73.

Loew, Marcus *motion picture executive*

Marcus Loew's venture into movies was in partnership with Adolph Zukor as they bought a series of penny arcades in New York and Cincinnati. He then moved to the development of a movie theater chain, purchasing at least 400 theaters for his company, Loew's Theatrical Enterprises. In the 1920s, his company bought Metro Pictures, acquired financial control of Goldwyn and Louis B. Mayer's company, and created Metro-Goldwyn-Mayer Studios. The parent company for MGM would be Loew's Incorporated.

Mayer, Louis B. *motion picture executive*

Born in Minsk, Russia, Louis B. Mayer and family immigrated to America during his childhood. He joined the motion picture business in 1907 when he purchased an older movie theater in Massachusetts. By 1912, he owned the largest chain of movie theaters in the Northeast. He added the

distribution of films to his business operation, making large profits with popular films. He then launched a film production company in California that later merged with Goldwyn and Metro, hence, Metro-Goldwyn-Mayer. Louis B. Mayer served as vice president until 1951. Mayer's management style and devotion to quality often is given as the reason MGM was able to produce so many popular family films in the 1930s and 1940s. In the late 1940s, Mayer became the highest paid employee in America.

Selig, William *producer*

William Selig created his own camera and projector system copied from the basic design of the Lumiere's Cinematographe. He founded the Selig Polyscope Company and in 1896 began producing his own films in and around Chicago. The Chicago Zoo became an important background for most of his films that featured wild animals and their habitats. Seeking new landscapes for his popular films, Selig attempted to produce Western stories in the Southwest. The weather did not cooperate and the Selig production company moved on to Southern California. He was offered an opportunity to use the privately owned Hollywood Ranch, making his company the first to produce moving pictures in this now-historical location.

Valenti, Jack *president, MPAA*

Jack Valenti moved from Army Air Force pilot in the 1940s, to special advisor to President Johnson in 1963. In 1966, he was elected president of the Motion Picture Association of America, a post he retains today. Under his guidance, the MPAA established the movie rating system that is used by almost all films distributed in the United States.

Warner, Jack, Sam, Harry and Albert *motion picture executives*

They began with a nickelodeon in Pennsylvania, and concluded with one of the most successful motion pictures studios in Hollywood: Warner Brothers. Their studio was able to boast of the first talking picture in film history, "*The Jazz Singer*," released in 1927. The studio seemed to specialize in gangster films for a while, then adventure films, in addition to its noted animated offerings. The company founded by the Warner brothers

has now been consolidated into the largest entertainment conglomerate in the world.

Zanuck, Darryl F. *motion picture executive, screenwriter*

Following a tour of duty during World War I, Darryl Zanuck chose journalism as a career. He submitted articles to magazines and newspapers and occasionally saw some in print. In 1923, he joined a staff of screenwriters at the Warner Brothers Studios where he became one of their most prolific writers. By 1928, he had been appointed studio manager and shortly thereafter promoted to the head of production. Zanuck was responsible for Warner Brothers' success with gangster stories, dramas and later the popular Hollywood musicals. In 1933, he left Warner Brothers and formed his own company, 20th Century Pictures. One year later, his company merged with Fox Studios to become 20th Century-Fox. Zanuck was a successful administrator for the company for many years. He died in 1979.

Zukor, Adolph *motion picture executive*

Adolph Zukor began his career in film as the treasurer of Marcus Loew's movie theater chain. Later, he formed Famous Players, his own company of actors and actresses who would appear in film adaptations of noted literary works. Mary Pickford was his star performer for a while. Zukor became president of Famous Players-Lasky Corporation after the two companies merged. Later, Zukor and Jesse Lasky would buy a distribution company named Paramount, and re-name their business Paramount Pictures. Paramount purchased a large chain of theaters during the 1920s, which placed it in the business of making films, of distribution, and theater ownership, all known as vertical integration. During the 1950s, the federal government filed suit against Paramount, forcing it to sell a part of the operation to dissolve the illegal trust.

Early Directors

Boggs, Francis *film director*

Francis Boggs was the first motion picture director to travel to California to film outdoor scenes for his film, "*The Count of Monte Cristo*," for the Selig Polyscope Company. With an appreciation for constant sunshine and warm air, Colonel Selig in 1910 built the first permanent motion picture studio in Edendale. An actor killed Boggs during the filming of one of his movies.

Griffith, David Wark *film director*

He was an unsuccessful stage actor, but rose to define motion picture production as an art form. D. W. Griffith joined the Biograph company to become its principal director, responsible in his two years there for almost 450 films. He moved to Reliance-Majestic where he directed what became his most dramatic offering, "*The Birth of a Nation*." Later, he would direct for Adolph Zukor at Artcraft, and finally, he became a co-founder of United Artists Corporation to attempt a greater degree of independence in his filmmaking. He returned to Adolph Zukor and Paramount Studios for the remaining years of his career. Griffith introduced camera angles, rehearsals, close-ups and environmental lighting to the art of film direction. He died in 1948 at age 73.

Melies, Georges *film director*

Georges Melies was performing as a magician in his own theatre in London when he learned about the Lumiere brothers and their demonstration of the moving picture in 1895. He purchased several Kinetoscope short films to add to his magic show, gradually taking a greater interest in making his own films. The first efforts were short films about mundane activities: riding a horse, cutting a hedge. Gradually, he developed a fascination for illusion in film, then fantasy as it could be captured by the movie camera. Two years after he had seen the demonstration of the Cinematographe, he had made more than 125 films of his own. In 1902, he completed work on his most famous and memorable film, "*A Trip to the Moon*." Melies died in 1938.

Porter, Edwin S. *film director*

Edwin Porter began his association with film as a demonstrator of throughout Europe of Edison's projection system. Returning to America, he served as projectionist for a number of New York movie theaters. He re-joined the Edison Company as a supervisor for the Edison movie studio in New York City. Through this entry into the production end of the business, Porter began to direct many of the Edison Company films. He introduced extensive editing of raw footage for his work on "*The Life of an American Fireman*." Next was "*Uncle Tom's Cabin*," and then, his most famous work, only 12 minutes long, "*The Great Train Robbery*." In 1912, Porter departed the Edison Company to work for Adolph Zukor and his new venture, Famous Players in Famous Plays, a film company devoted to the production of good literature. Edwin Porter in 1941 at age 72.

Sennett, Mack actor, producer, *director*

Mack Sennett was another actor who moved from stage to movies, seeking to improve his income. In 1908, he was hired by Biograph and given acting roles in many of their films. By age 31, Sennett had co-starred with Mary Pickford, Florence Lawrence and Mabel Normand. In 1912, he departed Biograph and joined two partners to form the Keystone Film Company, a company that would specialize in slapstick comedy. Two of the more prominent stars for Keystone were Charlie Chaplin and Fatty Arbuckle. Sennett created the famous Keystone Kops who brought mayhem and pratfalls to their on-screen work. He added bathing beauties and a children's series to broaden the appeal of his films. The Keystone Film Company became a part of Triangle Film Corporation in 1915. Sennett would later create his own company, Mack Sennett Comedies. When talking films arrived, Sennett adapted well, continuing to make movies, although not the slapstick comedies he had perfected early in his career. In 1937, Mack Sennett received a special Oscar for his contribution of the formula for successful film comedy. He died in 1960 at age 80.

Early Stars of the Screen

Chaplin, Charlie *actor/director for motion pictures*

Charlie Chaplin was a child stage actor who was fortunate enough to join the Keystone Film Company in 1913, as the company was preparing to produce a substantial number of movies. He acted in and directed 35 films for Keystone, then moved to Essanay and a substantial increase in salary. During his film making at Keystone, he had been developing a story character, Charlie the Tramp, which would become his most popular movie role for Essanay. In 1915, "*The Tramp*" opened, and was later cited by critics as his masterpiece. He was a co-founder of United Artists Corporation, remaining active for only one year. His final film made in America was "*Limelight*." Born in London, he had lived and worked in the United States for many years, never having applied for U. S. citizenship. Political opponents challenged his allegiance to the United States in the late 1940s, and his marriages to very young women portrayed Chaplin as devoid of moral values. On a trip to London, he was barred from returning to the America unless he would agree to appear at a hearing on his rumored interest in communism. He did not return to the United States until he was invited to Hollywood in 1972 to receive a special Oscar award. Queen Elizabeth knighted Chaplin in 1975. Sir Charles Chaplin died two years later.

Fairbanks, Douglas *motion picture actor*

By his 25th birthday, Douglas Fairbanks had become a popular Broadway star. But in 1913, he accepted a generous offer from Triangle Film Corporation to act in moving pictures. After forming his own film company, Fairbanks joined Chaplin, Griffith, and his future wife, Mary Pickford in establishing the United Artists Corporation, primarily a film distribution company. Fairbanks retired from acting in films in 1936; he died three years later.

Lawrence, Florence *motion picture actress*

For a while during the silent era, Florence Lawrence was the most popular actress for the Biograph Company, appearing in films directed by D. W.

Griffith. Lawrence became known as “the Biograph girl” when her name was not used in the screen credits. She was promoted by the studio as the new “IMP girl” when she went to work for Carl Laemmle and the Independent Motion Picture Company. In the 1930s and the beginning of the talking pictures era, Lawrence was under contract with Metro Goldwyn Mayer, but was used sparsely in their films. In 1938 at age 52, Florence Lawrence took her own life.

Normand, Mabel *motion picture actress, comedienne*

Muriel Fortescue was her name in the credits for films she made for Biograph. She became an important star player for the studio in 1912 and thereafter. Often directed by Mack Sennett, she became his romantic partner off the screen; they never married. Normand moved to the Goldwyn studios, and away from Sennett. She was later involved in two scandalous murder scenarios which impacted badly on her developing career.

Pickford, Mary *motion picture actress*

Mary Pickford, born Gladys Smith, began her career at Biograph as a popular actress in 130 silent films. In 1910 she moved to The Independent Motion Company where Carl Laemmle had made her a generous salary offer. As with other performers, she was not known by name, but was referred to as Little Mary. Eventually, Mary Pickford became known as “America’s Sweetheart.” She moved from studio to studio for awhile, eventually joining Chaplin, Griffith, and her future husband, Douglas Fairbanks to form the United Artists Corporation. Mary Pickford died in 1979.

Turner, Florence *motion picture actress*

In 1906 at age 21, Florence Turner agreed to work for the Vitagraph film company. Not known by name, she became “the Vitagraph girl,” as her popularity soared. By the 1930s, she had very few offers to appear in films. Florence Turner died in 1946.

Personally, I like my photography straight, unmanipulated, devoid of all tricks; a print not looking like anything but a photograph, living through its own inherent qualities and revealing its own spirit.

Alfred Steiglitz

Photography/photojournalism

How should we define photojournalism?

Can amateur photographers be involved in the creation of defining moments?

The first photograph

An accidental merging of light and light-sensitive chemicals.

Photojournalism: capturing images that define a moment or event

How many photographs can you identify that are generally accepted as defining a particular moment in history, that is, a representation of a well-known event?

A film is a petrified fountain of thought.
Jean Cocteau

The Motion Picture Industry

The Edison Company

Inventions

Black Maria film studio

Motion Picture Patents Company

Nickelodeons

Hollywood

Early film masterpieces

“The Great Train Robbery”

“Birth of a Nation”

“A Trip to the Moon”

“The Jazz Singer”

“Steamboat Willy”

Censorship

“The Moon is Blue”

Ratings system

Ancillary rights

The Motion Pictures Association of America (1922 -)

The Motion Picture Association (1945 -)

Legal issues

The Hollywood Ten

Block booking

Vertical integration

Production	Distribution	Exhibition
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The early years of vertical integration organization by five major studios:

Warner Brothers	RKO Keiths	Twentieth Century-Fox
Paramount		Metro-Goldwyn-Mayer

Vertical integration by three smaller studios:

Universal Studios	Columbia Pictures
(production and distribution)	

United Artists	(distribution only)
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Popular Culture
Movie Trivia

Identify the leading actor or actress in each of the following Academy Award-winning films:

1. It Happened One Night
2. Gone With the Wind
3. Casablanca
4. On the Waterfront
5. The Apartment
6. My Fair Lady
7. In the Heat of the Night
8. The Godfather
9. The Sting
10. One Flew Over the Cuckoo's Nest
11. Annie Hall
12. Kramer vs. Kramer
13. Ordinary People
14. Terms of Endearment
15. Rain Man
16. Forest Gump
17. The English Patient

opera

Judy Collins

RCA

flat disk

Gramophone

Nipper

Elton John

45

the victrola

THE BEATLES

phonograph

The Great Caruso

wax

33 1/3

Recording

Amberol

BMI

ASCAP

78

Inventors

Berliner, Emile *inventor*

Emile Berliner was only 25 years old when he entered the voice communication industry with his invention of a microphone for Bell Telephone Company. It was a small step into the recording of the voice; the concept of using vocal sounds to create vibrations would be fundamental to telephones and recorders. Berliner was involved with the production and development of recording machines. He invented the gramophone that would play only Berliner discs; eventually, many other companies began to manufacture compatible discs. The early Berliner discs did not play at 78 revolutions per minute, rather between 55 rpm and a high of 72 rpm. The sound lasted only two minutes which meant the songs recorded were somewhat abbreviated. Berliner accepted Eldridge Johnson, who was manufacturing his gramophones, as a business partner in 1901. Together, they established the Victor Talking Machine Company, and in 1906, began to market the first gramophone with an enclosed horn. The new machine, resembling living room furniture, was known as the "Victrola." In 1929, their methods for recording and playback, and for the mass production of records are purchased through a merger with Radio Corporation of America. The new company is RCA Victor that becomes an extremely popular choice for record players and records.

Edison, Thomas A. *inventor*

The legend has been passed along for 100 years: An unknown individual suggests to Thomas Edison that he attempt to record the human voice by wrapping tin foil around a cylinder, and applying a vibrating stylus to create ridged grooves. When the stylus passes through the grooves a second time, the human voice would be heard and understood. Edison assigned one of his inventors to attempt to build a successful recording system, with no clear thought as to how it would be used. In 1877, Thomas Edison spoke into a diaphragm attached to a stylus providing vocal sounds for the first cylinder recording of the human voice. His words were easily recognized: The first verse of "Mary Had a Little Lamb." Although he sought a patent for the tin foil cylinders, he knew a more durable replacement for the foil would be necessary; the tin foil would tear easily after only a few passes by the stylus. Stubbornly, Edison continued with the development of the

cylinder and the phonograph on which it played, rather than switch to the more practical Berliner disc. The wax cylinders, called Amberolas, were manufactured until 1929, when Edison ceased production and began to manufacture the flat, two-sided discs which contained longer music segments, and could be reproduced on a mass-production scale.

Goldmark, Peter *inventor*

For a long time, Peter Goldmark was the principal inventor for William S. Paley and the Columbia Phonograph Company. Goldmark was an opera lover who regretted that early recordings discs could not hold enough of an aria for the appreciative listener. In 1947, Goldmark discovered he could record 23 minutes of music on one side if the record played at 33 1/3 revolutions per minute and had smaller grooves cut by an improved stylus. He proposed that Columbia manufacture his record would allow more music to be recorded on each side. New Columbia phonographs became available in 1948 in conjunction with the release of many more records wthat would play at the slower speed.

Executives

Johnson, Eldridge *inventor, businessman*

Eldridge Johnson was owner of a company that manufactured gramophones to play the Berliner discs. In 1896, he was able to add a motor to the gramophone that provided a smoother turntable rotation. In 1899, Johnson formed the Gramophone Company. It was this year that the manager of Gramophone agreed to purchase a painting of dog listening to music emanating from the wide horn. The painting would become the logo for the company, and for the incorporated Victor Company that Emile Berliner and Eldridge Johnson formed in 1901.

Paley, William S. *owner, Columbia Phonograph Company*

William S. Paley became the owner of the Columbia Phonograph Company in 1928, around the time the Victor Talking Machine Company and RCA were to merge. An intense rivalry developed between Paley and RCA president David Sarnoff. In 1945, Paley approached his business adversary to suggest that both companies begin to manufacture the 33 1/3 long-playing record developed at CBS by Peter Goldmark. Sarnoff refused to support this new long-playing record. One year later, Sarnoff and RCA Victor began production of the smaller 45 rpm record.

Sarnoff, David *executive, Radio Corporation of America*

David Sarnoff promoted the merger of RCA and the Victor Talking Machine Company in 1927. The two companies became partners in 1929, called then RCA Victor, for the production of phonographs and mass production of records. In 1945, angered that CBS had engineered a slower record with microgrooves, Sarnoff urged his researchers to develop another record size, the 45 rpm, which would be more portable and attractive to jukebox manufacturers. His new record size arrived one year later.

The First Recording Star

Caruso, Enrico *tenor*

In 1901, Enrico Caruso appears at the La Scala opera house in Milan, Italy, in a production of L'Elisir d'amore and receives critical acclaim for his performance. Soon he receives worldwide applause for his magnificent tenor voice. In 1903, Caruso arrived in New York City to record his arias and other portions of operas for The Edison Company. He became a worldwide signing sensation as his records were distributed to owners of the Edison phonograph, prompting the sale of thousands more phonographs to opera fans that wanted Enrico Caruso in their homes.

His Master's Voice

Barraud, Francis *painter*

In 1887, Francis Barraud assumed ownership of his deceased brother's mutt, a part-bull terrier who would occasionally nip people's legs, hence the name, **Nipper**. Barraud noted that the dog on occasion seemed to be attempting to understand how music could emanate from a large horn. He assumed the dog might have thought it was his brother's, or master's, voice. And so, in 1899, three years after Nipper's death, Barraud painted Nipper with its head tilted toward an Edison phonograph. He named the painting "His Master's Voice" and offered it for sale to a manager of Eldridge Johnson's Gramophone Company. The manager offered to buy the painting if Barraud would paint out the phonograph. The name, Victor, was painted over Edison's name, and the painting became the logo for the Victor Company, later the Victor Talking Machine Company, and finally for RCA Victor records and phonographs.

Music was invented to confirm human loneliness.

Lawrence Durrell, novelist

The Recording Industry

Phonograph

The Edison Company

Gramophone

Victor Talking Machine Company

The victrola

Developments

78 rpm

33 1/3 rpm Columbia

45 rpm RCA

Stereo

Transistors

Compact discs

Licensing agencies

ASCAP

BMI

Labeling

Parents Music Resource Center

Pepsi

FBI

Crystallizing Public Opinion

Tylenol

MANAGEMENT FUNCTION

United Way

Public Relations

EXXON

Ford Motor Company

Olympics Committee

John D. Rockefeller

U. S. Navy

Two Early Public Relations Specialists

Bernays, Edward L. *public relations counselor*

Sigmund Freud was his uncle; manipulation was his game. Edward Bernays is considered by many to be the one who most clearly defined what the business of public relations was supposed to accomplish. In his book, *Crystallizing Public Opinion*, published in 1923, Bernays explains people's nature: They prefer to conform and they are easily swayed. In the 1930s, Bernays established his own company to promote individuals as well as the companies of others. An early client was Enrico Caruso, a prominent Italian tenor, who is considered the first recording star. Bernays was a clever manipulator of the press, always pushing to gain free as well as prominent image advertising for his clients. He most likely enjoyed the concept of "spin doctor" as a synonym for public relations. Bernays died in 1995 at age 103.

Lee, Ivy *public relations practitioner*

Ivy Lee moved from the world of newspapers to the art of manufacturing the news as the first public relations practitioner. He opened an office in 1906 in New York City, pledging that he would rise above normal press agency tactics, and instead, provide the print media with timely, accurate and relevant information about his clients. His first client was an association of coal-mine owners who were attempting to avoid a strike. Lee provided strategies for the owners; the miners continued to work in the mines. When attacked in the press by Ida Tarbell, John D. Rockefeller sought Lee's assistance in portraying himself in a more favorable public light.

Pentagon papers

obscenity

Janet Malcolm

Media Law

Media Ethics

Sullivan Law

public figure

Do unto others...

censorship

Carol Burnett

shield laws

The Media and the Courts

Prior restraint

“The Pentagon Papers”

Grenada

Pool reporting

Shield laws

The Atlanta Journal-Constitution

Obscenity

United States vs. Samuel Roth

State of California v. Miller

LAPS Test

Notable cases

The New York Times v. Sullivan

Gertz v. Robert Welch

Herbert v. Lando

The Hazelwood case

Jeffrey Masson v. The New Yorker

Carol Burnett v. The National Enquirer

Gen. Westmoreland v. CBS News, Inc.

First Amendment protection

Truth

Privilege

Fair comment

Libel

Definition

Examples:

Privacy Torts

Intrusion

Private facts

False light

Appropriation

"Moral behavior is the product of training, not reflection: A good adult encouraging a good child to do the right thing." Michael Levin

ETHICS AND THE MASS MEDIA

Ethics deals with values relating to human conduct, with respect to the rightness or wrongness of certain actions, and the good or bad outcomes of such actions.

Provide an example of a wrong decision that would most likely result in a bad outcome?

Are personal ethical codes learned most often at home or are they learned mostly in the classroom?

Mass media practitioners should develop ethical codes. They should...

- A. avoid the perception of having been influenced.
They do not...
- B. assume responsibility for their actions.
They do not...
- C. avoid publication or airing of lies or unbalanced pictures.
They...
- D. act to protect the private individuals who have little or no experience handling media representatives
They do not...
- E. take the time to learn ethical behavior as it relates to principles, values and loyalty in their profession

You are Editor in Chief of The Tribune. How do you respond to the various situations that have been called to your attention by a news desk editor?

A. A photographer with a telescopic lens sat atop a hill outside a private beach on the Riviera. On the beach was a well known American movie actor and her boyfriend splashing about in the surf au naturel. He took some photographs of the couple for an article we are publishing. Would you use the pictures?

B. It is Christmas. Mayor Bill Smith has sent you a wall clock, a Matisse print, and a bottle of Scotch. Will you keep the gifts or return them?

C. It is 3:45 p.m. Reporter Jane Watson is writing a controversial story on the previous night's city council meeting. Her deadline is 10:00 p.m. She has interviewed the mayor, who has blasted councilman Billings. Watson attempts to call Billings; he is not in his office or at home. What would you tell reporter Watson to do?

D. The Tribune has a front page story stating that Dennis Ward, a police officer, is married. Ward, as it turns out, is not married. Would you run a correction in the next edition? Why? If so, when and where in the paper?

E. A newspaper photographer got to an award ceremony too late to photograph the actual presentations. He convinces the participants to reenact the event after the ceremonies have ended. They were not the real presentations; they were representations of the event. Would you use the photographs?

F. The president of a major company in your city is confronted by hostile questions from reporters. He loses his "cool" and snaps: "Get the hell out of here, you goddamned idiots." Would you approve the actual words the president said: "Get the _____ out of here, you _____ idiots. Or would you order softer words: The president, using strong language, told reporters to leave.

G. One of our reporters has interviewed a town councilwoman, and has taped the interview without telling her. Do you allow the reporter to include any of the material from the tape in his/her article?

I. Our reporter covered an attempted bank robbery, which was foiled by Recca Mize, a teller, who pushed an alarm. As the robbers fled, they threatened to kill Ms. Mize. The reporter asked the bank manager for Mize's name, but the manager refused to provide it, fearing Mize might be harmed if her name was known to the robbers. After asking around, however, the reporter got the name. Do you agree to print the name?

Other cases...

In the beginning...

The oldest mass medium?

The youngest mass medium?

What was the year of the...

first American radio broadcast on a commercial station?

first American television broadcast to a mass audience?

first public demonstration of a recording device?

first printing of a Colonial newspaper?

first printing of a book in the Colonies?

first issue of an American magazine?

first fixed shadow?

first demonstration of a projected
moving picture?

Nominations for "Father of the Medium"

Magazines

Photography

Television

Radio

Moving pictures

Recording

Books

Newspapers

Test Yourself

Exercises

Publishing I

Publishing II

Radio

Television

Photojournalism

Moving Pictures

TEST YOURSELF – The Publishing Industry

Match these descriptions to the names on pages 11-31:

1. Refused to subject himself to prior restraint - "Printed by Authority"- and was jailed on charges that he had published libelous articles in *The New England Courant*
2. Printed articles that defamed Governor Cosby of New York and was jailed for seditious libel
3. These brothers assumed ownership during the 1930s-1940s of *The Miami Herald* and the *Detroit Free Press*
4. First purchased the St. Louis Dispatch, and later a New York penny press newspaper, the *New York World*
5. His various newspapers have been credited as forming the basic news trend called yellow journalism
6. Their first publishing effort, owned by their father, was a German-language newspaper, *Staats-Zeitung*
7. Assumed the role of publisher of *The New York Times* following the death of his father-in-law, Adolph Ochs
8. Turned over the publishing responsibilities for *The Washington Post* to his son-in-law in 1942
9. Became the owner of the largest, privately-owned newspaper chain in the U.S.
10. These brothers were journalists for newspapers owned by E.W.Scripps
11. The wife of Henry Luce, she was a journalist and later a U.S. Representative from Connecticut
12. He dropped out of Harvard University and became publisher of his father's newspaper, the *San Francisco Examiner*
13. He assumed ownership of the *New York Herald* from his father. The

TEST YOURSELF – The Publishing Industry

paper became the international source for American news: *The International Herald Tribune*

14. This publisher of *The Los Angeles Times*, like many others of his time, openly supported those politicians who could benefit him financially

15. Inherited a printing press when her husband died during their voyage from England to the Colonies

16. Published the first newspaper in Philadelphia, *The American Weekly Mercury*

17. Invented metal type that could be dismantled after use and reset for new copy

18. Published the first New York City newspaper, the *New York Gazette*

19. This printer's apprentice inherited a press from Elizabeth Glover, later losing it by an act of the Court

20. His newspaper, *The Pennsylvania Gazette*, carried the first known political cartoon, "Join or Die"

21. His newspaper is considered by some historians to be the first newspaper printed in the Colonies: *Publick Occurrences, Both Foreign and Domestick*

22. This publisher founded the first regular weekly newspaper in the New England Colonies, *The Boston News-Letter*

23. This publisher is credited with the establishment of the first penny press edition: *The New York Sun*

24. These two men founded what is today the newspaper that enjoys the largest daily circulation

25. His newspaper, *North Star*, provided strong support for the antislavery movement

TEST YOURSELF – The Publishing Industry

26. This miner and rancher inherited ownership of the *San Francisco Examiner* as the payoff of a gambling debt
27. Purchased a failing penny press newspaper and converted it into one of the two most influential newspapers in America
28. This publisher, with a partner, founded *The New York Times* as a penny press contender
29. Wrote more than 15000 sports columns for *The Washington Post*
30. Was a sports reporter first for the *NY Telegraph*, later for the *NY Herald*
31. Began as a sports reporter for the Associated Press
32. His investigative journalism led to the resignation of a U.S. president
33. Was a noted muckraker for *McClure's* magazine
34. Was a noted muckraker for *McClure's* magazine
35. Filed reports for his adventures in Europe and the Middle East, focusing on Lawrence of Arabia
36. Was a respected journalist for several newspapers, eventually writing for *The Washington Post* and *Newsweek*
37. Was the original female stunt journalist, traveling around the world in 80 days
38. Developed the gossip column for tabloids
39. Was a noted correspondent during World War II
40. Was a bureau chief in Moscow for *The New York Times*
41. Was dispatched to Cuba to cover the Spanish-American War for the *New York World*

TEST YOURSELF – The Publishing Industry

- 42. Covered the Spanish domination of Cuba for Hearst, generating exaggerated stories for the *New York World*
- 43. Was imprisoned for exaggerated stories written about the domination by the Spanish government in Cuba
- 44. His stories about a young woman imprisoned in Cuba may have led to the Spanish-American civil war
- 45. Was the publisher of a magazine, *Saturday Visitor*, which promoted increased rights for women; also, the first woman allowed to report from the Senate press gallery
- 46. Is a photojournalist who recorded conditions in the NYC ghettos
- 47. Was the long-time presidential correspondent for United Press International

TEST YOURSELF – The Publishing Industry

Match these descriptions to the names on pages 32-51:

1. In 1914, founded a liberal magazine, *The New Republic*
2. His first paperback reprint effort was The Good Earth
3. Joined Briton Hadden to found the cornerstone magazine for what is now AOL Time-Warner
4. His famous magazine arrived on newsstands in 1953.
5. Began his career in journalism as an editor for *Stars and Stripes*; later he founded *The New Yorker*
6. His magazine was recognized for publishing important articles by several accomplished muckrakers
7. He founded an early magazine that employed many features designed to appeal to homemakers
8. These four brothers founded a printing business in New York City. It became one of the most prominent book publishers of the 1800s and 1900s
9. This publisher, a New Englander, favored Norman Rockwell drawings for the covers of his magazine, *The Saturday Evening Post*
10. These brothers are credited with the development of the dime novel: romance, Western tales, and frontiersmen
11. This editor used prominently bold headlines, scandal, and shocking photographs to promote sales of the *New York Sun*
12. With a strong interest in baseball, he became a sportswriter for the *Chicago Tribune*
13. Was book, film, and play critic for *The New Yorker*
14. Was a drama critic for *Vanity Fair*, later for *The New Yorker*

TEST YOURSELF – The Publishing Industry

15. Was a drama critic, first for *Life* magazine, then for *The New York Yorker*
16. His most popular novel described conditions in Chicago's meat packing industry
17. Was a cartoonist and writer for *The New Yorker*
18. Was an editor for *The New Yorker* and the author of Charlotte's Web
19. Was an editor for *Vanity Fair* and *The New Republic*, and a Red Bank native
20. Was a reporter for *The Washington Post*, later an editor for *Esquire* and *New York* magazines
21. She was born in West End, New Jersey
22. He was born in Long Branch, New Jersey
23. Created the cartoon "Hogan's Alley" and the yellow kid
24. Created political cartoons, one of the infamous Boss Tweed of NYC
25. Created a series of six readers for elementary schools
26. Was a famous author, but first a journalist for the *Kansas City Star*
27. Was a reporter and columnist for two Chicago newspapers
28. He is the Australian/American who owns News Corporation
29. For Gannett, he founded USA Today
30. He is a co-owner of Media News Group that owns the Denver Post and 40 other dailies, and more than 100 weekly newspapers
31. She accepted the role of publisher following the death of her husband, Phillip Graham

TEST YOURSELF – The Publishing Industry

32. Was an important editor for two magazines, prior to his writing of the "Rue Morgue"
33. Wrote humorous travel pieces for the Territorial Enterprise, using the pen name which is a reference to a depth of two fathoms
34. Was Abraham Lincoln's most prominent photobiographer
35. Recorded a photographic record of the plight of migrant workers
36. Established a photojournalistic record of the plight of the homeless in NYC
37. Recorded the plight of children who were expected to work in NYC factories
38. His small publishing house, Grovepress, made it possible for Americans to read *Lady Chatterley's Lover*
39. He was the most prominent editor of *The Saturday Evening Post*
40. An editor for *Godey's Ladies Book*, she urged President Lincoln to establish Thanksgiving Day.
41. He was a journalist, and long-time editor of *The New Yorker*.
42. He is the founding editor of *The National Review*.

TEST YOURSELF – The Radio Industry

Match these descriptions to the names on pages 61-76:

1. Established America's oldest broadcasting station
2. First company president of CBS
3. First to "package" all radio components
4. Designed a powerful alternator
5. Demonstrated long transmissions from England to New Foundland
6. Urged lawful control of radio development by the U.S. Navy
7. Became president of RCA
8. Urged RCA to manufacture small radios for home use
9. Constructed a device to measure electromagnetic waves
10. Developed the capability of amplifying radio waves in receivers
11. Father of FM radio
12. Developed a programming concept called "format radio"
13. Broadcast first ship-to-shore transmission from Massachusetts
14. Actor, author for a Wells story
15. His white teeth led to the sponsorship of his NBC radio show
16. Portrayed a ditsy housewife
17. He and his spouse were on the air for 22 years
18. Popular radio vocalist in 1920s
19. Hosted a talk show on political, artistic and scientific matters

TEST YOURSELF – The Radio Industry

20. An early radio announcer for KDKA
21. Host of the longest-running radio talk show in history
22. In 1945, he established that people are funny
23. Listeners enjoyed the "warmth" of his broadcasts
24. Developed a radio program of consequence
25. Shared his radio program with dummies
26. A funny girl
27. Was a radio actress in "My Favorite Husband"
28. In 1920, she may have been the earliest vocalist
29. Moved from vaudeville to host of a radio program on NBC
30. Moved from vaudeville to radio, later to television comedy
31. Portrayed Andy
32. Host of the first radio talk show in 1937
33. Hosted a breakfast-time program from a restaurant
34. He broadcast from London rooftops
35. Only four-time NAB awardee
36. A "winner" on radio in 1954
37. One-time voice of the New York Yankees
38. Longest career for radio talk show host to date

TEST YOURSELF – The Radio Industry

- 39. Dean of broadcast journalists
- 40. The earliest deejay
- 41. Created his own sports review show
- 42. CBS commentator and analyst
- 43. Shear pleasure as voice of the Brooklyn Dodgers

TEST YOURSELF – The Television Industry

Match these descriptions to the names on pages 81-96:

1. First to develop the cathode ray tube.
2. Pursued the improvement of cathode ray tubes for Dumont Laboratories.
3. Developed a serialized scanner for color television reproduction.
4. Invented a image dissector tube for an all-electronic television system.
5. Made the first transatlantic transmission of images in 1927.
6. His invention was the radiovisor, a poor substitute for the televisor.
7. Designed the original scanning device in Germany.
8. Urged General Electric Co. to pursue the mechanical scanning device.
9. In the early 1920s, he became the primary inventor for Westinghouse.
10. Was able to develop a cathode ray tube that would serve as a receiver.
11. Advanced the concept for two cathode ray tubes interacting.
12. Developed a powerful arc light for use with the Nipkow disk.
13. Long-time owner of Columbia Broadcasting System.
14. Formed the National Broadcasting Company in 1926.
15. Worked for Westinghouse, then DeForest Radio Company, and later established his own laboratory in the garage at his home.
16. Long-time producer of "Meet the Press."
17. Long-time producer of "Hear it Now," then "See it Now."
18. Long-time producer of "60 Minutes."

TEST YOURSELF – The Television Industry

19. Producer of the show that drove quiz shows off the air.
20. Host of first panel show on television.
21. Retired from television in 1970, after a long run as co-host of "The Huntley-Brinkley Report."
22. His sign off: "And that's the way it is."
23. Host of the "Camel News Caravan."
24. Escorted, through television, a live tour of the White House.
25. Hosted a news quiz show, "It's News to Me."
26. Retired from television after 40-plus years as news host.
27. Co-anchored the "NBC Nightly News."
28. First appeared on television in 1951 in a long-running comedy show.
29. Signed off with "Peace."
30. Opened his show in costume, sometimes in drag.
31. First host of the "Tonight" show.
32. Host of two quiz shows: "Break the Bank" and "Stop the Music."
33. Began as a talk show host for CNN in 1985.
34. Began his career with a puppet, Elmer Doody.
35. Developed a puppet troupe called the Kuklapolitan Players.
36. Hosted the longest running variety show in television history.
37. Host of the highest-ranking show in network history.

TEST YOURSELF - Photojournalism

Match the photographic descriptions with the names on pages 103-109:

1. Subject: Mahatma Gandhi
2. Subject: Winston Churchill
3. Subject: Yosemite National Park
4. Georgia O'Keeffe
5. Two children walking into a forest
6. Patti Smith
7. Transvestites
8. The nurse and the sailor
9. Horse's hooves
10. Crime scenes
11. Vietnamese execution
12. A young Vietnamese girl running along a road
13. One woman confronting another during repatriation
14. Fashion
15. View from a window, fuzzy shadows
16. Early portraits
17. Calotype photographs

TEST YOURSELF – Moving Pictures

Match the following descriptions with the names on pages 103-109:

1. Invented a new feed sprocket
2. Invented the Phantascope
3. The principal inventor for Thomas Edison
4. Invented the first film projection system, on display in Paris
5. Produced the first full-length animated moving picture
6. Performed as Broncho Billy
7. Was born a Goldfish
8. Led the formation of the MPPC
9. Led the organization that developed movie codes of conduct
10. President of the MPAA
11. Involved in the creative of Paramount Pictures
12. Through financial means established Metro-Goldwyn-Mayer
13. Forced the disbanding of the MPPC
14. Produced the first talking picture
15. Named their business Columbia Pictures
16. Directed "Birth of a Nation"
17. Directed "The Great Train Robbery"
18. Directed "A Trip to the Moon"
19. Directed the Keystone Kops movies

TEST YOURSELF – Moving Pictures

- 20. Husband of Mary Pickford
- 21. Created the character “The Tramp”
- 22. “America’s Sweetheart”
- 23. First producer to film in Hollywood
- 24. The Biograph Girl
- 25. The Vitagraph Girl
- 26. Producer, screenwriter with Twentieth-Century Fox

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